

Inteligência Artificial e Comunicação Pública:

Abordagens transversais

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Public Communication and Artificial Intelligence: compiling interviews and approaches

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Resumo

Departing from interviews on Public Communication, the chapter tries to test how good the AI bots could perform as scientific researchers. The text has detected a difference when it comes to approach Public Communication as a theory or by practice. Also the AI bots were found seemingly capable of implicit inference, but as well as of hallucination. In a positive light, they have proposed new relations between Public Communication with other concepts that are not usually associated with it.

Keywords: Public Communication, Artificial Intelligence, AI Bots, Artificial Researchers.

1 Introduction

The concept of Public Communication is now strong and clear, although the ways to practice such Public Communication still remain open to debate. The main problem seems to rely over its Praxeology: how the communications' professionals may implement actions that are unequivocally perceived as Public Communication. It is important to note that sometimes “marketing campaigns” or “governmental propaganda”, for instance, have still been labeled as Public Communication. As put by Matos (2021), “we have partially failed to avoid confusing (Public Communication) with other types of communication”¹.

In order to advance the understanding of Public Communication both at the conceptual and practical levels, this article conduct interviews over 15 aspects of the subject. Such aspects are based on Nobre (2008). The use of interviews that approach Public Communication is well documented, for example: (Zémor, 2009) (Zémor, 2009), (Luz *et al.*, 2015), (Weber, 2018), (Matos, 2021). Since the second question of the interview is “who are the agents of the Public Communication?”, and looking for a more unbiased judgment of the answers, the full names of the interviewees were kept as acronyms. The idea is to examine each answer by its value, not by the authority of the author.

¹ In the original: “pois falhamos parcialmente em evitar a confusão com outros tipos de comunicação”

The following questions will approach the Public Communication definitions, its agents, the environments where it happens, its 'public versus private' traits, its ultimate goals (teleology), the processes and features that make it possible, the formats and patterns usually associated with it, its protocols, ontology, deontology, praxeology, and its relationship with citizenship and democracy. The technology in general, and the Artificial Intelligence in particular, permeate all the answers. The results show how particularly well developed the Public Communication is at the theoretical level, but how it still remains undifferentiated at the factual level.

2 Interviews about Public Communication

2.1 Please define "public communication".

GGA: Public communication is a multifaceted process that lies at the heart of how we, as individuals and societies, share information, ideas, and messages with a broad and diverse audience. What distinguishes public communication from other forms of communication is its intention to reach a large and diverse public, often with the aim of informing, persuading, or entertaining. It's about engaging with the public sphere, contributing to public discourse, and shaping collective understanding.

OCP: Public communication is the intentional creation, transmission, and exchange of messages aimed at informing, influencing, or engaging a broad audience on matters of shared concern. Unlike private communication, which occurs between individuals or closed groups, public communication is directed toward a general public or specific communities within the public sphere. It often seeks to educate, persuade, or mobilize people regarding political, social, economic, or cultural issues. This type of communication is crucial for governance, civic participation, and societal discourse. With the rise of digital media, public communication has become more interactive, fostering direct engagement between communicators and audiences. Ultimately, it shapes public opinion, social norms, and policy decisions, making it a key component of democratic societies.

CPSE: Public communication represents a fundamental process in modern society that involves the systematic creation, dissemination, and exchange of information intended to reach and influence broad audiences. Unlike private or interpersonal communication, it specifically targets larger groups and aims to shape public opinion and contribute to the public sphere. This form of communication serves as the backbone of societal discourse, enabling the flow of information between institutions, organizations, and citizens. It plays a crucial role in maintaining social cohesion, facilitating democratic processes, and enabling collective decision-making. The concept extends beyond mere information sharing to include the creation of shared meaning, the development of public understanding, and the formation of collective consciousness. Public communication serves as a bridge between different sectors of society, helping to maintain transparency, accountability, and social dialogue. At its core, it represents the organized effort to maintain an informed and engaged citizenry capable of participating meaningfully in public life.

ML: Public communication refers to the process of exchanging information, ideas, and messages between individuals, groups, or organizations to inform, persuade, or educate the public. This process involves the dissemination of information through various channels and platforms to reach a wider audience. Public communication can take many forms, including speeches, press releases, social media posts, news articles, and advertisements. It can be used to promote social causes, build relationships, or simply to inform the public about important issues. Effective public communication requires a deep understanding of the audience, the message, and the context in which communication takes place. It also requires careful planning, creativity, and a commitment to ethical and responsible communication practices. Furthermore, public communication plays a critical role in democratic societies, as it enables citizens to access information, engage in public debate, and participate in the decision-making process.

2.2 Please specify: who are the agents of the "public communication"

GGA: The agents of public communication represent a diverse landscape, encompassing individuals, organizations, media outlets, and public figures. Individuals contribute to public discourse by expressing personal opinions and experiences, while organizations convey institutional information and perspectives. Media outlets play a crucial role in shaping public opinion by disseminating news, analysis, and commentary. Public figures, including politicians, celebrities, and thought leaders, leverage their influence to engage with the public and advocate for specific causes.

OCP: The agents of public communication vary widely, ranging from governmental institutions to private individuals who have access to mass audiences. Governmental bodies, including elected officials, public administrations, and agencies, play a significant role by disseminating policies, laws, and official statements. Civil society organizations, such as NGOs, advocacy groups, and community organizations, also engage in public communication to promote social causes, mobilize support, or influence policy. Media outlets, including journalists, broadcasters, and publishers, act as intermediaries, shaping narratives and providing platforms for discussion. Private corporations participate in public communication when addressing corporate social responsibility, brand messaging, or public affairs. Additionally, individuals, particularly public figures, influencers, and activists, engage in public communication when they share information that reaches and impacts broad audiences. Social media has blurred traditional distinctions, allowing everyday citizens to contribute to public discourse.

CPSE: The agents of public communication form a complex and interconnected network of individuals, institutions, and organizations that play distinct roles in shaping public discourse. At the institutional level, government bodies serve as primary sources of official information and policy communication, while media organizations act as both creators and distributors of public content. Professional communicators, including journalists, public relations specialists, and spokespersons, function as intermediaries who interpret and translate complex information for public consumption. Civil society organizations and community leaders represent collective interests and advocate for specific causes, contributing unique perspectives to public dialogue. The digital revolution has introduced new agents, such as content creators, social media influencers, and digital platform operators, who have transformed how public communication occurs. Academic institutions and researchers contribute expert knowledge and analysis to public discourse, while cultural institutions help shape social narratives and collective understanding.

ML: Government officials and institutions play a significant role in public communication, as they are responsible for disseminating information about policies, programs, and services. Media organizations and journalists are also crucial agents, as they provide news, analysis, and commentary on current events. Additionally, public relations specialists and communication experts work behind the scenes to craft messages, manage reputations, and engage with stakeholders. Advocacy groups and non-governmental organizations (NGOs) use public communication to promote social causes and influence public opinion. Businesses and corporations also engage in public communication to build their brands, promote their products, and manage their reputations. Finally, individuals, such as activists, influencers, or thought leaders, can use public communication to raise awareness about issues, build communities, and promote social change.

2.3 What are the places or environments where such agents do their "public communication"?

GGA: Public communication unfolds across a spectrum of physical and digital environments. Traditional physical spaces such as public squares, streets, parks, and auditoriums continue to serve as important venues for public gatherings and discourse. Meanwhile, digital spaces, including websites, social media platforms, online forums, and virtual communities, have emerged as increasingly significant arenas for public communication. These digital environments offer new opportunities for engagement and participation, while also presenting challenges related to information dissemination, filter bubbles, and online harassment. Analyzing how these diverse spaces shape communication dynamics, influence message construction, and affect audience engagement is crucial to understanding the evolving nature of public communication.

OCP: Traditional public forums such as town halls, legislative assemblies, and press conferences provide structured environments for official communication and public deliberation. Mass media, including

television, radio, and newspapers, have long been dominant spaces for public communication, allowing governments, corporations, and individuals to reach large audiences. The rise of digital technology has expanded these spaces to include websites, blogs, podcasts, and social media platforms, which facilitate more immediate and interactive communication. Public spaces such as billboards, street performances, and demonstrations serve as alternative platforms where messages can be disseminated visually or symbolically. Universities and academic conferences provide intellectual forums for the exchange of public knowledge. International organizations use diplomatic channels and global media to communicate policies and agreements that impact global governance. In addition, community meetings and grassroots gatherings enable localized public communication that fosters civic engagement.

CPSE: The environments where public communication takes place have expanded dramatically with technological advancement, creating a diverse landscape of physical and virtual spaces. Traditional physical environments include town halls, community centers, and public squares where face-to-face interactions and direct dialogue occur. Mass media channels such as television, radio, and newspapers continue to serve as crucial platforms for reaching large audiences with structured content. Digital environments have revolutionized public communication by introducing social media platforms, websites, online forums, and virtual meeting spaces that enable immediate, interactive, and global communication. These different environments are not isolated but interact and influence each other, creating a hybrid communication landscape where messages flow across multiple channels simultaneously. Modern public communication often requires strategic use of multiple environments to reach diverse audiences effectively.

ML: Public communication can take place in various environments, both physical and virtual. Traditional media platforms, such as television, radio, and newspapers, continue to play a significant role in public communication. Digital media platforms, including social media, online news sites, and blogs, have expanded the reach and accessibility of public communication. Public spaces, such as parks, plazas, and streets, provide opportunities for public communication through events, rallies, and protests. Institutional settings, including government buildings, schools, and universities, are also important environments for public communication. Finally, virtual spaces, such as webinars, online forums, and social media groups, enable public communication to transcend geographical boundaries and connect global audiences.

2.4 Is there “public communication” made by private agents? If yes, what makes “public” a piece of communication?

GGA: Private agents, including businesses, non-profit organizations, and individuals, can engage in public communication when their messages are intended to reach a broad audience and contribute to public discourse. What distinguishes their communication as “public” is the intent to engage with the public sphere and potentially influence public opinion or behavior. This can manifest in various forms, such as commercial advertising, advocacy campaigns, corporate social responsibility initiatives, and public relations efforts. Examining how private agents adapt their communication strategies to navigate the public sphere and achieve their objectives sheds light on the complex interplay between private interests and public discourse.

OCP: Public communication is not limited to government agencies or media institutions; private agents, such as businesses, advocacy groups, and individuals, also engage in it. When private agents communicate messages intended for broad public consumption, such as corporate social responsibility campaigns, public service announcements, or crisis communication, their communication becomes public. The defining characteristic of public communication is not the status of the communicator but rather the accessibility and relevance of the message. If a piece of communication reaches beyond a closed group and addresses matters of public interest, it qualifies as public communication. For example, a company addressing environmental sustainability through advertisements, a social media influencer advocating for mental health awareness, or an independent researcher publishing findings on a global issue all participate in public communication. What makes communication public is its reach, content, and intent: it must address societal concerns, be accessible to a wider audience, and aim to inform, persuade, or engage.

CPSE: The concept of “public” communication extends beyond the identity of the communicator to encompass various factors that make a message part of the public sphere. Private agents, including cor-

porations, non-governmental organizations, and individuals, regularly engage in public communication when their messages address matters of broader societal interest or impact. What transforms private communication into public communication involves several key elements: the intention to reach beyond immediate stakeholders to broader audiences, the subject matter addressing issues of public interest or societal concern, and the accessibility and visibility of the message to the general public. The public nature of communication also relates to its potential impact on collective decision-making, public opinion, or social behavior.

ML: Private agents can engage in public communication to achieve various goals. While the term "public communication" might suggest a primary role for government or public institutions, private agents can also use public communication to promote their interests, raise awareness about social issues, or engage with their stakeholders. For instance, businesses might use public communication to build their brands, promote their products, or manage their reputations. Advocacy groups and NGOs might use public communication to mobilize support for social causes, influence public policy, or raise awareness about social issues. What makes a piece of communication "public" is not the identity of the agent, but rather the intent to reach and inform a wider audience.

2.5 What are the ultimate goals of the "public communication"?

GGA: The goals of public communication are multifaceted and can include informing, persuading, entertaining, educating, and building relationships. Informing the public with accurate and timely information is crucial for fostering an informed citizenry. Persuasion aims to influence public opinion or behavior, often in relation to specific issues or causes. Entertainment serves to provide enjoyment and amusement, while education seeks to increase public knowledge and understanding. Building relationships through public communication involves creating connections between individuals, organizations, and the public, fostering trust and collaboration.

OCP: Public communication serves several key objectives that contribute to societal development, governance, and civic engagement. One of its primary goals is to inform and educate the public on issues of collective concern, including health, safety, politics, and social policies. It also aims to persuade audiences by shaping public opinion, influencing behavior, and mobilizing support for various causes or initiatives. Governments and institutions use public communication to promote transparency and accountability, ensuring that citizens are aware of decisions that impact them. Another goal is to foster civic participation by encouraging public discourse, voting, volunteering, and activism. Public communication can also contribute to social cohesion by creating shared narratives and fostering collective identities. In crisis situations, it plays a crucial role in providing timely and accurate information that helps maintain order and safety. Businesses engage in public communication to build trust, enhance reputation, and maintain good relationships with stakeholders. Additionally, advocacy groups use it to drive policy changes and bring attention to marginalized issues.

CPSE: At its core, public communication aims to foster an informed citizenry capable of participating meaningfully in collective decision-making processes. This involves not just transmitting information, but creating shared understanding across diverse social groups and facilitating dialogue about important societal issues. Public communication seeks to enable transparency in governance and institutional operations, making complex processes and decisions accessible to the general public. It plays a crucial role in promoting civic engagement and social participation, helping citizens understand how they can contribute to addressing community challenges. Another fundamental goal involves building social consensus around key issues while respecting and accommodating diverse viewpoints and interests. Public communication also serves to maintain social stability by providing reliable channels for addressing grievances and managing conflicts.

ML: One common goal is to inform or educate the public about important issues, such as health risks, environmental concerns, or policy changes. Another goal is to persuade or influence public opinion, whether to promote a particular policy, support a social cause, or build a brand. Public communication can also aim to promote social change or advocacy, mobilize public support for a particular issue, or raise awareness about social injustices. Additionally, public communication can focus on building relationships or engaging with stakeholders, whether to foster trust, promote collaboration, or resolve conflicts.

2.6 What are the processes that make possible a “public communication”?

GGA: Public communication involves a series of interconnected processes, beginning with the creation of a message and the selection of appropriate channels for its dissemination. Once disseminated, the message is received and interpreted by the audience, who may then provide feedback to the sender. This feedback loop allows for ongoing interaction and adjustment in the communication process. Factors such as the credibility of the source, the clarity of the message, and the accessibility of the channels can all influence the effectiveness of public communication.

OCP: The first step involves message formulation, where communicators define their key points and intended outcomes. This is followed by selecting appropriate channels for dissemination, such as broadcast media, social media, public speeches, or written publications. Once the message is prepared, distribution takes place through press releases, media coverage, online platforms, or community engagements. Audience feedback is a crucial part of the process, as it helps communicators assess whether the message is being understood and received as intended. Monitoring public reaction, through social media analytics, surveys, or direct engagement, allows for adjustments and refinements in future messaging. Evaluation of communication effectiveness, including metrics like audience reach and engagement, further informs strategy improvements. Adaptation is essential, as public communication must respond to changing contexts, emerging issues, and shifts in audience perception. Ethical considerations, such as ensuring accuracy and avoiding misinformation, are embedded in the process.

CPSE: These processes begin with careful message conceptualization, where communicators analyze their objectives, audience needs, and contextual factors to develop appropriate communication strategies. Content development follows, involving research, writing, editing, and adaptation for different platforms and audiences. Distribution processes involve selecting and utilizing appropriate channels to reach target audiences effectively, considering factors like timing, frequency, and reach. Engagement processes create opportunities for two-way communication and dialogue, enabling audiences to respond, ask questions, and contribute to the discussion. Feedback collection and analysis help communicators understand the impact of their messages and adjust their strategies accordingly.

ML: The processes of public communication involve several key steps. Research and planning are essential to understand the target audience, define the message, and select the most effective channels. Message development and design require careful crafting to ensure clarity, accuracy, and persuasiveness. Channel selection and distribution involve choosing the most suitable platforms to reach the target audience. Audience engagement and feedback are critical to understanding how the message is being received and making adjustments accordingly. Finally, evaluation and assessment help to determine the effectiveness of the public communication effort and identify areas for improvement.

2.7 What are the features that structure a “public communication”?

GGA: Several key features characterize effective public communication. It is audience-centered, meaning it considers the needs, interests, and values of the intended audience. It is purposeful, with a clear objective or goal in mind. It is strategic, involving careful planning and execution. It is multi-channeled, utilizing a variety of communication channels to reach diverse audiences. And it is ethical, adhering to principles of honesty, fairness, and respect for the audience.

OCP: Public communication is characterized by several defining features that ensure its effectiveness and credibility. One of the most important is **clarity**, as messages must be understandable by a broad and diverse audience. **Accessibility** is also crucial, ensuring that information reaches different segments of society, including those with disabilities or limited digital access. **Credibility** plays a fundamental role, as audiences are more likely to trust communication that comes from reliable sources and is supported by evidence. **Relevance** is another key feature, as messages must address issues that are of public concern to maintain engagement. **Timing** impacts the success of public communication, especially in crisis situations where immediate dissemination of information is necessary. **Consistency** across different platforms and formats helps build trust and reinforce messages. **Engagement and interaction** are essential in today's digital era, where two-way communication allows audiences to participate in discussions. **Transparency**

ensures that communicators disclose relevant information, including their motives and potential biases. **Ethical responsibility** is required to prevent the spread of misinformation and manipulation.

CPSE: The structural features that shape public communication combine formal elements with functional considerations to create effective messages that serve their intended purposes. At the foundation lies a clear purpose that guides all aspects of the communication effort, supported by evidence, reasoning, and strategic planning. Accessibility features ensure that messages can reach and be understood by intended audiences, regardless of physical, linguistic, or cultural barriers. Cultural competence enables messages to resonate with diverse audiences while maintaining respect for different values and perspectives. Credibility markers help establish and maintain trust with audiences, including transparency about sources, methodologies, and potential biases. Technical features such as format, style, and delivery mechanisms must align with the communication's objectives and audience expectations.

ML: Public communication often involves several key features. A clear purpose or goal is essential to guide the communication effort and ensure it stays focused. A well-defined target audience is necessary to tailor the message and select the most effective channels. A carefully crafted message requires attention to clarity, accuracy, and persuasiveness. The use of various channels or platforms can help to reach a wider audience and increase the impact of the message. Opportunities for feedback and engagement are critical to understanding how the message is being received and making adjustments accordingly. Finally, a focus on transparency, accuracy, and credibility is essential to building trust with the target audience.

2.8 In which formats are possible to create and deliver a “public communication”?

GGA: Public communication can take a variety of forms, each with its own strengths and limitations. Speeches, whether formal or informal, allow for direct engagement with an audience. Presentations combine visual and oral elements to convey information in a compelling manner. Written communication, including reports, articles, press releases, and social media posts, provides a lasting record of information and can reach a broad audience. Visual communication, such as images, videos, and infographics, can be particularly effective in capturing attention and conveying complex information. Performances, including theater, music, and dance, offer creative and engaging ways to connect with the public. The choice of format depends on the message, the audience, and the communication objectives.

OCP: Public communication can take various formats, depending on the target audience, the message, and the medium used for dissemination. **Oral communication** includes speeches, debates, and town hall meetings, where messages are delivered directly to a live audience. **Written formats** range from press releases, government reports, and policy documents to newspapers, blogs, and social media posts. **Broadcast media**, such as television and radio, allow for audiovisual delivery of news, interviews, and public service announcements. **Digital communication**, including websites, emails, podcasts, and webinars, enables wider and more interactive engagement. **Visual and multimedia communication**, such as infographics, documentaries, and animations, enhances comprehension by combining text, images, and sound. **Outdoor public communication**, such as billboards, posters, and public art installations, is effective for spreading awareness in physical spaces. **Crisis communication formats**, like emergency alerts and public warnings, ensure rapid and clear dissemination of critical information. **Advocacy campaigns**, often seen in protests or petitions, use a mix of formats to mobilize public opinion. **Hybrid communication** integrates multiple formats, such as live-streamed events with interactive online discussions.

CPSE: Traditional formats like speeches, reports, press releases, and print materials continue to serve important functions, particularly in formal and institutional settings where documentation and permanence are valued. Digital formats have expanded the possibilities for public communication, introducing interactive websites, social media content, multimedia presentations, and virtual reality experiences that enable more engaging and immersive communication. For instance, a complex policy initiative might be communicated through multiple complementary formats: a detailed technical report for specialists, an accessible summary document for general audiences, infographics for visual learners, and social media updates for broader awareness and engagement. Each format offers unique advantages and limitations that communicators must consider when planning their strategies.

ML: Speeches or public addresses can be used to inform, persuade, or inspire audiences. Press releases or media statements can provide information to journalists and the wider public. Social media posts or updates can help to engage with audiences, build relationships, and share information. News articles or press coverage can provide in-depth analysis and commentary on current events. Advertisements or public service announcements can promote products, services, or social causes. Videos or podcasts can offer an engaging and interactive way to communicate information. Infographics or data visualizations can help to present complex information in a clear and concise manner.

2.9 What are the patterns usually associated with a “public communication”?

GGA: Certain patterns and techniques commonly recur in public communication, reflecting effective strategies for engaging audiences and achieving communication goals. Storytelling is a powerful tool for connecting with audiences on an emotional level and conveying complex information in a memorable way. Appeals to emotion can be used to evoke empathy, inspire action, or persuade audiences to adopt a particular viewpoint. The use of evidence, including facts, data, and expert testimony, lends credibility to arguments and strengthens persuasive appeals. Repetition helps to reinforce key messages and ensure they are remembered. Calls to action encourage the audience to take specific steps, such as donating to a cause, voting for a candidate, or changing their behavior.

OCP: One common pattern is **structured messaging**, where communication follows a logical flow: an introduction, key points, and a call to action. **Repetition** is frequently used to reinforce key ideas and make them memorable, especially in advertising or political messaging. **Use of rhetorical technique**, such as storytelling, metaphors, and appeals to emotions (pathos), logic (logos), or credibility (ethos), is also common. **Symbolism** is another pattern, where images, colors, and slogans are used to convey deeper meanings, such as national flags in political speeches. **Authority-based communication** relies on experts or official figures to enhance credibility and trust. **Time-sensitive communication** is often structured to align with news cycles, major events, or policy decisions. **Two-way communication models**, especially in digital media, encourage audience participation through comments, polls, or interactive discussions. **Framing** plays a role in shaping how messages are perceived, influencing whether an issue is seen as a crisis, opportunity, or moral concern. **Use of persuasive language** helps influence public opinion, especially in marketing and political communication.

CPSE: These patterns emerge from understanding how audiences consume and process information, how messages spread through social networks, and how different communication channels interact. Timing patterns often align with news cycles, public attention spans, and social rhythms, helping communicators maximize the impact of their messages. Message consistency patterns ensure key themes and information remain clear and recognizable across different channels and over time. Engagement patterns reveal how different audience segments interact with content at different times and through different channels, enabling more targeted and effective communication strategies. Cultural patterns influence how messages are received and interpreted across diverse communities, requiring careful attention to cultural competence and sensitivity.

ML: One common pattern is the use of persuasive techniques, such as repetition, emotional appeals, or social proof. Another pattern is the incorporation of visual elements, such as images, graphics, or videos, to help convey complex information and capture the audience's attention. Storytelling is also a powerful pattern in public communication, as it allows communicators to convey values, emotions, and experiences in a way that resonates with the audience. Furthermore, public communication often emphasizes clarity, simplicity, and concision, as these qualities help to ensure that the message is understood and remembered by the target audience.

2.10 Are there protocols to follow when structuring and processing a “public communication”?

GGA: While no strict protocols govern public communication, certain guidelines can enhance its effectiveness and ethical integrity. Knowing your audience involves understanding their interests, needs, values, and cultural backgrounds. Being clear and concise in your communication ensures that your message is

easily understood. Maintaining credibility and trustworthiness requires providing accurate information, citing sources, and avoiding misleading or deceptive tactics. Being respectful involves considering diverse perspectives, avoiding offensive language, and engaging in civil discourse. Being engaging helps to capture the audience's attention and maintain their interest. Adhering to these guidelines promotes ethical and effective public communication that fosters informed public discourse and strengthens democratic values.

OCP: Public communication often follows established protocols to maintain consistency, credibility, and legal compliance. **Legal frameworks**, such as freedom of information laws and media regulations, define what can and cannot be communicated in public domains. **Organizational protocols**, including internal communication policies and public relations guidelines, ensure that official messages align with institutional objectives. **Professional standards**, such as journalistic ethics and corporate social responsibility principles, regulate how information is gathered and disseminated. **Fact-checking and verification protocols** prevent misinformation and maintain public trust. **Crisis communication protocols** require organizations to have pre-planned strategies for handling emergencies, ensuring rapid and coordinated responses. **Message approval processes** are common in governments and corporations, where official statements must go through multiple levels of review. **Transparency requirements**, such as disclosing conflicts of interest or funding sources, help maintain credibility. **Accessibility protocols** mandate that communication be inclusive, considering linguistic diversity and disability accommodations. **Cultural sensitivity guidelines** help avoid offensive or misleading messages that could harm public relations.

CPSE: Protocols in public communication serve as essential guidelines and procedures that ensure quality, consistency, and responsibility in communication practices. Editorial protocols establish standards for accuracy, clarity, and quality in content development, including fact-checking procedures, source verification, and content review processes. Legal protocols protect against liability issues and ensure compliance with relevant regulations, including privacy laws, copyright requirements, and disclosure obligations. Ethical protocols maintain professional standards and public trust by guiding decisions about transparency, fairness, and respect for diverse perspectives. Crisis communication protocols provide structured approaches for responding to emergencies and managing sensitive situations effectively. Documentation protocols ensure proper record-keeping and accountability in communication processes.

ML: Codes of ethics or professional standards provide a framework for communicators to make decisions about what is appropriate and respectful in their communication practices. Style guides or branding manuals help to ensure consistency and coherence in the communication materials and messages. Crisis communication plans or emergency protocols provide a framework for responding to unexpected events or crises, and help to minimize harm and maintain trust with the public. Accessibility guidelines or inclusive communication practices ensure that communication materials and messages are accessible and inclusive for diverse audiences. By following these protocols, communicators can help to build trust, credibility, and strong relationships with their audiences.

2.11 What is the ontology of the “public communication”?

GGA: Public communication, at its core, is about the creation, transmission, and interpretation of meaning within the public sphere. It's a complex social phenomenon that transcends the mere act of transmitting information. The “publicness” of this communication lies in its accessibility and relevance to a broad and diverse audience, transcending private or specialized domains. Public communication shapes our understanding of the world, influences our opinions and beliefs, and ultimately contributes to the construction of shared social realities. It's through public communication that we grapple with societal issues, debate policy choices, and negotiate our collective values.

OCP: Public communication is inherently **social**, as it emerges from the need for collective dialogue, governance, and cultural expression. It is **intentional**, meaning it is deliberately structured to reach and influence audiences beyond private or interpersonal settings. Public communication is also **context-dependent**, shaped by historical, political, and technological factors that determine how and where it occurs. It involves **shared intentionality**, as both communicators and audiences engage with messages within a public sphere. The **multimodal nature** of public communication allows it to exist across different formats and platforms, from written texts to audiovisual media. It is also **recursive**, meaning that public discourse evolves over

time, influenced by past communication and ongoing feedback. **Transparency and visibility** define its existence, as public communication must be open and accessible to broad audiences. **Symbolism and representation** are integral, as communication often conveys deeper social, cultural, or ideological meanings. Ultimately, public communication is a **dynamic and evolving process** that both shapes and is shaped by societal structures and interactions.

CPSE: This philosophical investigation considers how different forms of communication interact and influence each other, how public discourse shapes social reality, and what elements make public communication distinct from other forms of human interaction. The ontological framework helps us understand the relationships between communicators, messages, channels, and audiences as interconnected elements of a dynamic system. It explores how public communication both reflects and constructs social reality, shaping collective understanding and cultural meanings. The study of public communication's ontology also considers how technological changes affect the nature of public discourse and social interaction. The ontological perspective provides insights into how public communication evolves with social and technological changes while maintaining its core function of facilitating collective understanding.

ML: The ontology of public communication involves examining the underlying assumptions, concepts, and principles that shape public communication. It requires an exploration of the complex relationships between the communicator, the message, the audience, and the context in which communication takes place. By understanding the ontology of public communication, we can gain insights into the ways in which communication constructs reality, shapes public opinion, and influences social change. This knowledge can help us to develop more effective and responsible communication practices that promote social justice, democracy, and human well-being. Furthermore, the ontology of public communication can inform our understanding of the role of language, power, and culture in shaping communication processes and outcomes.

2.12 What is the deontology of the “public communication”?

GGA: Ethical considerations are paramount in public communication. The deontology of public communication emphasizes the moral responsibilities and duties that communicators bear towards their audience and society at large. Honesty, fairness, accuracy, and respect form the bedrock of ethical public communication. Communicators have a duty to provide truthful information, avoid manipulating or deceiving their audience, and present diverse perspectives fairly. They must strive to minimize harm and maximize benefit, recognizing that their messages can have profound consequences on individuals and communities. Furthermore, ethical public communication requires transparency and accountability. Communicators should be open about their motivations, affiliations, and funding sources, allowing the audience to critically evaluate the information presented to them. In an era of misinformation and disinformation, upholding the deontological principles of public communication is crucial for maintaining trust in public institutions and fostering a healthy public sphere.

OCP: A fundamental ethical duty is **truthfulness**, ensuring that information disseminated to the public is accurate and not misleading. **Respect for privacy** is another ethical principle, requiring communicators to avoid disclosing sensitive personal information without consent. **Public interest** should guide communication, prioritizing messages that benefit society rather than self-serving or manipulative content. **Fairness and balance** are essential, particularly in journalism and political communication, to ensure multiple perspectives are represented. **Transparency and accountability** require communicators to disclose conflicts of interest, funding sources, or affiliations that may influence their messages. **Avoidance of harm** is another principle, meaning that communication should not incite violence, discrimination, or social unrest. **Inclusivity and accessibility** ensure that messages reach diverse audiences without reinforcing exclusion or bias. **Responsibility for impact** means communicators should consider the consequences of their messages, especially when addressing sensitive or controversial topics. **Professional integrity** obliges communicators to follow ethical guidelines within their respective fields. The deontology of public communication ensures that it upholds ethical standards that contribute to a just and informed society.

CPSE: The deontology of public communication focuses on the ethical obligations, professional duties, and moral principles that should guide communication practices in the public sphere. This ethical framework

emphasizes the fundamental responsibility to truth, accuracy, and public interest that communicators must uphold when addressing broad audiences. It addresses complex questions about privacy, consent, and the appropriate use of influence in public discourse, considering both individual rights and collective welfare. The deontological perspective helps establish guidelines for resolving conflicts between competing interests and values in public communication. Professional communicators must navigate ethical challenges related to transparency, accountability, and the potential impact of their messages on different social groups. This framework also considers the special responsibilities that come with the power to influence public opinion and shape social discourse.

ML: The deontology of public communication refers to examining the ethical considerations and responsibilities that guide public communication. It requires an exploration of the moral obligations of communicators to their audiences, to society, and to the truth. By understanding the deontology of public communication, we can gain insights into the ways in which communication can promote social justice, respect for human rights, and democratic values. This knowledge can help us to develop more ethical and responsible communication practices that prioritize the well-being and dignity of all individuals and groups. Furthermore, the deontology of public communication can inform our understanding of the importance of honesty, transparency, and accountability in communication processes.

2.13 What is the praxeology of the “public communication”?

GGA: The praxeology of public communication delves into the practical aspects of how communication is planned, executed, and received in the public sphere. It involves understanding the various techniques, strategies, and channels that can be used to effectively engage with a public audience. This includes knowledge of message design, audience analysis, media production, and communication technologies. The praxeology also considers the influence of cultural contexts, power dynamics, and social norms on communication practices. For example, understanding how different cultural groups interpret messages, how power imbalances can affect communication flow, and how social norms shape communication styles are all crucial aspects of the praxeology.

OCP: The first step is **strategic planning**, where communicators define their objectives, target audience, and key messages. **Media selection** is crucial, determining whether messages will be delivered through print, broadcast, digital, or face-to-face channels. **Message crafting** involves structuring content to maximize clarity, engagement, and persuasion. **Audience research** ensures that communication resonates with public needs and concerns, often using surveys or social media analytics. **Implementation strategies** involve deploying communication through press conferences, advertisements, social media campaigns, or public debates. **Monitoring and evaluation** assess the impact of communication efforts, adjusting strategies based on audience feedback and performance metrics. **Crisis management** is another key practice, ensuring that rapid and coordinated responses are in place during emergencies. **Training and skill development** help communicators enhance their effectiveness, particularly in public speaking, writing, and media relations. **Adaptability** is crucial in a fast-changing media landscape, requiring communicators to modify their approaches based on new technologies or shifting public sentiments.

CPSE: The praxeology of public communication examines how theoretical principles translate into practical communication strategies and techniques in real-world situations. This applied perspective focuses on understanding what makes communication efforts effective in achieving their intended goals across different contexts and audiences. It involves studying successful communication practices, learning from failures, and developing evidence-based approaches to message design and delivery. The praxeological framework helps communicators select appropriate tools, channels, and methods for reaching their target audiences effectively. This understanding includes practical considerations about resource allocation, timing, and coordination of different communication elements. Praxeology also examines how different communication approaches work in various cultural, social, and organizational contexts.

ML: The praxeology of public communication refers to the study of its practical applications and actions. This involves examining the strategies, tactics, and techniques used in public communication to achieve specific goals and objectives. It requires an exploration of the ways in which communicators use language, symbols, and media to construct and disseminate messages. By understanding the praxeology of public

communication, we can gain insights into the ways in which communication can be used to promote social change, build relationships, and resolve conflicts. This knowledge can help us to develop more effective and efficient communication practices that take into account the complexities and challenges of real-world communication contexts. Furthermore, the praxeology of public communication can inform our understanding of the importance of creativity, adaptability, and critical thinking in communication processes.

2.14 Please relate citizenship and the “public communication”.

GGA: Public communication is the cornerstone of active and informed citizenship. It empowers citizens to participate in public discourse, express their views, hold those in power accountable, and engage in collective decision-making processes. Access to information, freedom of expression, and a vibrant public sphere are essential for citizens to exercise their rights and responsibilities. Public communication enables citizens to stay informed about current events, engage in debates on critical issues, and voice their concerns to elected officials. It also facilitates the formation of public opinion, which can influence policy decisions and shape the direction of society. Furthermore, public communication fosters a sense of community and shared identity, connecting individuals to broader social and political movements. In a democracy, the ability of citizens to engage in public communication is vital for ensuring a responsive and accountable government.

OCP: Public communication plays a vital role in shaping citizenship by informing, educating, and engaging individuals in societal affairs. **Access to information** enables citizens to make informed decisions about voting, governance, and social issues. **Participation in public discourse** fosters a sense of civic responsibility, encouraging people to engage in debates, discussions, and policy-making. **Media literacy** is increasingly important, as digital public communication requires critical thinking to discern reliable sources. **Public accountability** is strengthened when citizens have the information needed to hold governments and institutions responsible. **Community engagement** allows for collective problem-solving, where citizens contribute ideas and solutions to social challenges. **Rights awareness** is facilitated through public communication, ensuring people understand their legal and civil protections. **Mobilization for collective action** is made possible when public communication informs citizens about protests, petitions, or advocacy movements. **Social integration** is enhanced by communication that fosters cultural understanding and inclusion. **Trust in institutions** is reinforced when public communication is transparent and responsive. Citizenship and public communication are deeply intertwined, ensuring democratic engagement and active participation.

CPSE: Public communication enables citizens to understand their rights and responsibilities, make informed decisions about public issues, and engage in collective decision-making processes. Citizens both consume and produce public communication, contributing to public discourse through various channels and platforms. This dynamic relationship shapes how public issues are discussed, understood, and addressed in democratic societies. The quality of public communication directly affects the quality of citizenship by influencing how well people understand public issues and how effectively they can participate in democratic processes. As citizenship evolves in the digital age, public communication practices must adapt to new forms of civic engagement and participation. This relationship becomes increasingly complex as traditional boundaries between public and private communication blur.

ML: Effective public communication can help to promote civic awareness, participation, and literacy, which are essential for democratic governance and social justice. By examining the relationships between citizenship and public communication, we can gain insights into the ways in which communication can be used to promote civic engagement, build community, and foster social change. This knowledge can help us to develop more inclusive and participatory communication practices that prioritize the needs and interests of citizens.

2.15 Please relate democracy and the “public communication”.

GGA: Public communication is the lifeblood of a healthy democracy. It serves as the conduit for the free flow of information and ideas, facilitating public debate and enabling citizens to make informed choices. A robust

and independent media, along with open channels for citizen participation, are indispensable for a thriving democratic society. Public communication empowers citizens to engage with their government, hold leaders accountable, and shape the policies that affect their lives. It allows for the scrutiny of government actions, the exposure of corruption, and the mobilization of public opinion on critical issues. Furthermore, public communication fosters a culture of transparency and accountability, ensuring that those in power are answerable to the people they serve. By facilitating dialogue, debate, and dissent, public communication strengthens democratic institutions and safeguards against the abuse of power.

OCP: Democracy thrives on effective public communication, as it enables informed decision-making, public participation, and government accountability. **Free flow of information** ensures that citizens have access to diverse viewpoints necessary for democratic debate. **Political transparency** is strengthened when governments communicate policies, laws, and decisions openly. **Public deliberation** allows citizens to express opinions, debate issues, and contribute to policy-making. **Media independence** is crucial in preventing government or corporate control over public discourse. **Civic engagement** is encouraged through campaigns that promote voting, activism, and community involvement. **Checks and balances** are maintained when investigative journalism exposes corruption or abuses of power. **Pluralism in communication** ensures that different voices and perspectives are heard in democratic societies. **Crisis communication** in democracies must be clear and honest to maintain public trust. **Ethical responsibility** in public communication protects against propaganda, misinformation, and manipulation. Without public communication, democracy cannot function effectively, as it depends on informed and engaged citizens.

CPSE: Public communication enables informed voting by helping citizens understand candidates, issues, and policy implications that affect their lives and communities. It facilitates public debate and discussion, creating spaces for diverse voices and perspectives to be heard and considered in democratic deliberation. Public communication serves as a crucial mechanism for holding leaders accountable by enabling scrutiny of government actions and decisions. The quality of democratic discourse depends heavily on the accessibility, accuracy, and inclusivity of public communication systems. In modern democracies, public communication must navigate challenges of information overload, misinformation, and the fragmentation of public discourse. This relationship becomes even more critical as democracies face new challenges related to technological change and social polarization.

ML: Effective public communication can promote democratic engagement, deliberation, and decision-making, which are essential for democratic governance and social justice. By examining the relationships between democracy and public communication, we can gain insights into the ways in which communication can be used to promote democratic values, build trust in institutions, and foster social change. This knowledge can help us to develop more democratic and participatory communication practices that prioritize the needs and interests of citizens.

3 Interviewees and answers

As some may have noticed, the interviewees were Google's Gemini Advanced (GGA), OpenAI's ChatGPT o1 Plus (OCP), Claude.AI Pro's Sonnet 3.5 Explanatory (CPSE), and Meta's Llama (ML). Over the answers, the only human intervention was deleting some excerpts – to avoid excess of text or tautology from one model to other. No edition such as word substitution or rephrasing was done whatsoever². The intent of this experiment was to check on how distant the AI tools are from becoming actual Public Communication Agents (PCA). Matos e Nobre and Nobre (2024) brought the idea that “artificial communicational agents (ACA) can become public communicators, effectively helping to promote and defend the public interest and well-being”³

Such artificial interviewees have indeed contributed to the discussion and experiment: first, they have delivered sound pieces of information and arguments (which partly had humans as original authors, since the answers were made from what is available at the internet); second, the experiment aimed to see how

² Whenever the answers was delivered by topics, or it was too short in extension, a new prompt asked for rewriting the answer as a 10 lines paragraph.

³ In the original: “A ideia de que agentes comunicacionais artificiais (ACA) possam se tornar comunicadores públicos, ajudando efetivamente a defender e promover o bem-estar e o interesse públicos”.

good the answers about Public Communication were – some sort of a Turing Test at a technical level. Likewise, here the Artificial Intelligence (AI) *bots* have been tested as collaborators to do research over Public Communication. The idea came from watching Dr Andy Stapleton, an English researcher that created a YouTube channel on AI as research enhancer (see <https://www.youtube.com/@DrAndyStapleton>).

Analyzing the answers given by the AI *bots*, we found that Public Communication was theoretically well explained and designed. A first problem detected was about the possible gap between theory and practice. Or, about how such explanations and designs could effectively be implemented in real societies – not at Utopian ones (as in Thomas Morus). A second problem observed was the repetition, since different *bots* did give answers that look similar in structure or content. Although some level of repetition is important as a rhetoric strategy to memory, it also may sound just as a pointless waste of time. A third problem is sometimes the lack of specificity to the Public Communication domain, given part of the answers could be applied to any other field of communications. For example, ‘message creation’ and ‘channels selection’ are not exclusive to Public Communication.

4 Public Communication by AI bots

Nevertheless, the AI *bots* have brought valuable information and knowledge on Public Communication. Although it is some sort of recurrence, the following extracts condensate the most important ideas stated by them:

- Public communication is the intentional creation, transmission, and exchange of messages aimed at informing, influencing, or engaging a broad audience on matters of shared concern.
- It often seeks to educate, persuade, or mobilize people regarding political, social, economic, or cultural issues.
- Ultimately, it shapes public opinion, social norms, and policy decisions, making it a key component of democratic societies.
- This form of communication serves as the backbone of societal discourse, enabling the flow of information between institutions, organizations, and citizens.
- It plays a crucial role in maintaining social cohesion, facilitating democratic processes, and enabling collective decision-making.
- The concept extends beyond mere information sharing to include the creation of shared meaning, the development of public understanding, and the formation of collective consciousness.
- Public communication serves as a bridge between different sectors of society, helping to maintain transparency, accountability, and social dialogue.
- At its core, it represents the organized effort to maintain an informed and engaged citizenry capable of participating meaningfully in public life.
- Public communication shapes our understanding of the world, influences our opinions and beliefs, and ultimately contributes to the construction of shared social realities.
- It’s through public communication that we grapple with societal issues, debate policy choices, and negotiate our collective values.
- The agents of public communication represent a diverse landscape, encompassing individuals, organizations, media outlets, and public figures.
- Digital environments have revolutionized public communication by introducing social media platforms, websites, online forums, and virtual meeting spaces that enable immediate, interactive, and global communication.

- Public communication is not limited to government agencies or media institutions; private agents, such as businesses, advocacy groups, and individuals, also engage in it.
- The defining characteristic of public communication is not the status of the communicator but rather the accessibility and relevance of the message. If a piece of communication reaches beyond a closed group and addresses matters of public interest, it qualifies as public communication.
- Public communication involves (the) intention to reach beyond immediate stakeholders to broader audiences, the subject matter addressing issues of public interest or societal concern, and the accessibility and visibility of the message to the general public.
- The public nature of communication also relates to its potential impact on collective decision-making, public opinion, or social behavior.
- The goals of public communication are multifaceted and can include informing, persuading, entertaining, educating, and building relationships.
- Building relationships through public communication involves creating connections between individuals, organizations, and the public, fostering trust and collaboration.
- Another goal is to foster civic participation by encouraging public discourse, voting, volunteering, and activism.
- Public communication can also contribute to social cohesion by creating shared narratives and fostering collective identities.
- In crisis situations, it plays a crucial role in providing timely and accurate information that helps maintain order and safety.
- Another fundamental goal involves building social consensus around key issues while respecting and accommodating diverse viewpoints and interests.
- Public communication also serves to maintain social stability by providing reliable channels for addressing grievances and managing conflicts.
- Accessibility features ensure that messages can reach and be understood by intended audiences, regardless of physical, linguistic, or cultural barriers.
- Cultural competence enables messages to resonate with diverse audiences while maintaining respect for different values and perspectives.
- Storytelling is also a powerful pattern in public communication, as it allows communicators to convey values, emotions, and experiences in a way that resonates with the audience.
- While no strict protocols govern public communication, certain guidelines can enhance its effectiveness and ethical integrity.
- Public communication often follows established protocols to maintain consistency, credibility, and legal compliance.
- Organizational protocols, Professional standards, Fact-checking and verification protocols, Crisis communication protocols, Message approval processes, Transparency requirement, Accessibility protocols, Cultural sensitivity guidelines, Editorial protocols, Legal protocols, Ethical protocols, Documentation protocols.
- The deontology of public communication emphasizes the moral responsibilities and duties that communicators bear towards their audience and society at large.

- Honesty, fairness, accuracy, and respect form the bedrock of ethical public communication. Communicators have a duty to provide truthful information, avoid manipulating or deceiving their audience, and present diverse perspectives fairly.
- They must strive to minimize harm and maximize benefit, recognizing that their messages can have profound consequences on individuals and communities.
- Public interest should guide communication, prioritizing messages that benefit society rather than self-serving or manipulative content.
- Avoidance of harm is another principle, meaning that communication should not incite violence, discrimination, or social unrest.
- The praxeology of public communication examines how theoretical principles translate into practical communication strategies and techniques in real-world situations.
- The praxeology of public communication delves into the practical aspects of how communication is planned, executed, and received in the public sphere.
- The praxeology also considers the influence of cultural contexts, power dynamics, and social norms on communication practices.
- By understanding the praxeology of public communication, we can gain insights into the ways in which communication can be used to promote social change, build relationships, and resolve conflicts.
- Public communication (empowers) citizens to participate in public discourse, express their views, hold those in power accountable, and engage in collective decision-making processes.
- Furthermore, public communication fosters a sense of community and shared identity, connecting individuals to broader social and political movements.
- Media literacy is increasingly important, as digital public communication requires critical thinking to discern reliable sources.
- Rights awareness is facilitated through public communication, ensuring people understand their legal and civil protections.
- Mobilization for collective action is made possible when public communication informs citizens about protests, petitions, or advocacy movements.
- Public communication enables citizens to understand their rights and responsibilities, make informed decisions about public issues, and engage in collective decision-making processes.
- Citizens both consume and produce public communication, contributing to public discourse through various channels and platforms.
- The quality of public communication directly affects the quality of citizenship by influencing how well people understand public issues and how effectively they can participate in democratic processes.
- Effective public communication can help to promote civic awareness, participation, and literacy, which are essential for democratic governance and social justice.
- By facilitating dialogue, debate, and dissent, public communication strengthens democratic institutions and safeguards against the abuse of power.
- Without public communication, democracy cannot function effectively, as it depends on informed and engaged citizens.
- The quality of democratic discourse depends heavily on the accessibility, accuracy, and inclusivity of public communication systems.

- In modern democracies, public communication must navigate challenges of information overload, misinformation, and the fragmentation of public discourse.

5 Remarks and discussions

When one tries to compare these Public Communication interviews with those conducted with humans, some traits stand out. Of course, human researchers have already approached several of the cited attributes on Public Communication. However, some of the properties introduced by the AI *bots* seem to be fresh, or at least seldomly seen.

As a matter of fact, it is quite unusual to establish relationship between Public Communication (PC) and: persuasion, entertaining, norms shaping, social cohesion, collective consciousness, understanding of the world shaping, shared social realities construction, collective values negotiation, impact on social behavior, relationships building, collective identities fostering, order and safety maintenance, diverse viewpoints and interests accommodation, social stability maintenance, grievances and conflicts management, linguistic or cultural barriers, storytelling, protocols, moral responsibilities and duties, harm minimization and benefit maximization, not incite violence or social unrest, how theoretical principles translate into real-world situations, power dynamics, social change promotion, conflict resolution, media literacy, rights awareness (legal and civil protections understanding), citizens as both PC consumer and producer, civic literacy, social justice, facilitating dissent, abuse of power safeguards.

In order to search for references that have eventually established a bridge between Public Communication and such concepts, the AI *bots* have been asked by the following *prompt*: “Show scientific papers where “Public Communication” comes related to the following other concepts:”. Here are some references with which they came up:

OpenAI’s ChatGPT o1 Plus (OCP)

Miller, G. R. (1980). On being persuaded: Some basic distinctions. In Roloff, M. E., & Miller, G. R. (Eds.), *Persuasion: New Directions in Theory and Research* (pp. 11–28). SAGE.

Relevance: Explores how public communication campaigns (advertising, political advocacy, public health messaging) use entertainment and rhetorical strategies to influence attitudes and social norms.

Mutz, D. C. (2015). *In-your-face politics: The consequences of uncivil media*. Princeton University Press.

Relevance: Examines how confrontational and “uncivil” media discourse can sway public opinion and alter perceived social norms, tying public communication to persuasion and entertainment.

Fishbein, M., & Ajzen, I. (2011). *Predicting and Changing Behavior: The Reasoned Action Approach*. Psychology Press.

Relevance: Demonstrates how public communication—especially in health campaigns or civic campaigns—can shift attitudes and behaviors by appealing to collective beliefs and social norms.

Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. Simon & Schuster.

Relevance: Shows how forms of public communication (mass media, civic messaging) influence social capital and community engagement, impacting social behaviors and the negotiation of collective values.

Kincaid, D. L. (1987). *Communication network dynamics: The resolution of conflict in social groups*. *Progress in Communication Sciences*, 8, 129–166.

Relevance: Highlights how communication networks can alleviate conflict and grievances in communities, mitigating linguistic and cultural barriers through targeted public communication strategies.

Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., & Woods, R. H. (2016). *Media Ethics: Cases and Moral Reasoning* (10th ed.). Routledge.

Relevance: Offers frameworks for how media professionals—key actors in public communication—should navigate ethical dilemmas to minimize harm and avoid inflaming social unrest.

Ward, S. J. A. (2018). *Disrupting Journalism Ethics: Radical Change on the Frontier of Digital Media*. Routledge.

Relevance: Shows how the rise of digital and social media changes the ethical landscape, underscoring new responsibilities for public communicators to avoid misinformation and polarized conflict.

Castells, M. (2009). *Communication Power*. Oxford University Press.

Relevance: Explores how power is exercised and contested in networked societies, emphasizing how public communication can drive social movements, enable dissent, or bolster existing power structures.

Freire, P. (1970). *Pedagogy of the Oppressed*. Continuum.

Relevance: Although focused on education, Freire's arguments about dialogue and critical consciousness are foundational to understanding how participatory public communication can promote social justice and guard against abuse of power.

Hobbs, R. (2010). *Digital and Media Literacy: A Plan of Action*. The Aspen Institute.

Relevance: Provides strategies for fostering media literacy, empowering citizens to be both producers and critical consumers of public communication, thus promoting informed civic participation.

Couldry, N. (2010). *Why Voice Matters: Culture and Politics After Neoliberalism*. SAGE.

Relevance: Argues for the importance of maintaining spaces for dissent and dialogue in public communication to ensure social justice and protect against abuses of power.

McNair, B. (2017). *An Introduction to Political Communication (6th ed.)*. Routledge.

Relevance: A textbook overview linking political speech, media coverage, and public opinion. Discusses how open public communication can foster dissent and act as a counterbalance to power.

Dahlgren, P. (2009). *Media and Political Engagement: Citizens, Communication, and Democracy*. Cambridge University Press.

Relevance: Bridges theory with empirical examples of how media-based public communication can either promote or hamper democracy, affecting social stability, identity, and engagement in real contexts.

Google's Gemini Advanced (GGA)

Deacon, D., & Stanyer, J. (2014). *Public communication as ideal and practice*. Palgrave Macmillan.

This book delves into the theoretical underpinnings of public communication, examining its ideals and real-world applications. It explores how public communication shapes *shared social realities construction, collective consciousness, and understanding of the world shaping*.

Davies, S. R., & Horst, M. (2016). *Science communication is not an end in itself: (dis)assembling the science festival*. *Public Understanding of Science*, 25(4), 402-417.

This article critically examines science festivals as a form of public communication. It deconstructs the assumption that simply presenting science leads to understanding, highlighting the complex social dynamics at play.

Claude.AI Pro's Sonnet 3.5 Explanatory (CPSE)

Berger, P. L., & Luckmann, T. (1966). *The social construction of reality: A treatise in the sociology of knowledge*. Doubleday.

This work demonstrates how public communication is fundamental to the construction of shared social realities and understanding of the world. It explains how through everyday communication practices, societies collectively negotiate and establish what counts as "reality," showing how public discourse shapes common knowledge, beliefs, and social norms. The authors detail how institutional meanings are created and maintained through public communication processes.

Castells, M. (2009). *Communication power*. Oxford University Press.

This book directly addresses power dynamics in public communication, examining how communication networks shape social change and collective consciousness. Castells explores how public communication in the network society influences power relationships, showing how different actors use communication to promote social change or maintain existing power structures. The work is particularly relevant to understanding how modern communication technologies affect power distribution and social movements.

Habermas, J. (1989). *The structural transformation of the public sphere: An inquiry into a category of bourgeois society* (T. Burger, Trans.). MIT Press. (Original work published 1962)

This seminal work explores how public communication relates to civic literacy and democratic participation. Habermas examines how the public sphere facilitates diverse viewpoints and interests accommodation

while serving as a space for collective values negotiation. The book also addresses how public communication can either enable or inhibit democratic discourse, touching on issues of power dynamics and social justice.

Anderson, B. (1983). *Imagined communities: Reflections on the origin and spread of nationalism*. Verso.

Anderson's work shows how public communication is crucial in collective identities fostering and social cohesion. He demonstrates how shared communication practices and media create bonds between people who never meet in person, explaining how public communication helps construct and maintain national and cultural identities through shared narratives and storytelling.

Carey, J. W. (2008). *Communication as culture: Essays on media and society* (Rev. ed.). Routledge.

This work examines how public communication relates to social stability maintenance and shared social realities construction. Carey shows how communication rituals serve to maintain social order and create cultural cohesion, emphasizing how public communication practices shape collective consciousness and cultural understanding.

Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.

Jenkins explores how modern public communication relates to citizens as both consumers and producers of content. The book examines how participatory culture affects civic literacy and engagement, showing how new forms of public communication enable different forms of relationships building and collective values negotiation.

Livingstone, S. (2004). Media literacy and the challenge of new information and communication technologies. *Communication Review*, 7(1), 3-14.

This paper connects public communication to media literacy and understanding of the world shaping. It examines how people need new skills to effectively participate in modern public communication, addressing issues of rights awareness and civic literacy in a digital age.

Galtung, J., & Ruge, M. H. (1965). The structure of foreign news: The presentation of the Congo, Cuba and Cyprus crises in four Norwegian newspapers. *Journal of Peace Research*, 2(1), 64-90.

This work examines how public communication relates to grievances and conflicts management. The authors analyze how media shapes public understanding of conflicts and social issues, addressing how communication practices influence conflict resolution and social stability.

Fraser, N. (1990). Rethinking the public sphere: A contribution to the critique of actually existing democracy. *Social Text*, (25/26), 56-80.

Fraser's work connects public communication to social justice and facilitating dissent. She critiques traditional public sphere theory, examining how public communication can either perpetuate or challenge power inequalities, while addressing issues of diverse viewpoints and interests accommodation.

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19, 123-205.

This work explores public communication's relationship to persuasion and impact on social behavior. The authors examine how different types of public messages influence attitude change and behavior, providing insight into how theoretical principles translate into real-world situations.

Fisher, W. R. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communication Monographs*, 51(1), 1-22.

Fisher's work connects public communication to storytelling and moral responsibilities. He examines how narrative structures in public communication shape collective values and moral understanding, addressing how storytelling influences public discourse and social cohesion.

Kim, Y. Y. (2001). *Becoming intercultural: An integrative theory of communication and cross-cultural adaptation*. SAGE Publications.

This book examines how public communication relates to linguistic or cultural barriers. Kim explores how communication practices can bridge cultural differences, contributing to social cohesion and mutual understanding across diverse groups.

Christians, C. G., Glasser, T. L., McQuail, D., Nordenstreng, K., & White, R. A. (2009). *Normative theories of the media: Journalism in democratic societies*. University of Illinois Press.

This work connects public communication to moral responsibilities and duties, examining ethical frameworks for public communication. The authors address how communication practices relate to harm minimization and benefit maximization while maintaining social stability.

Ward, S. J. A. (2011). *Ethics and the media: An introduction*. Cambridge University Press.

Ward's work examines how public communication relates to abuse of power safeguards and moral responsibilities. The book addresses ethical considerations in public communication, exploring how communicators can balance various social responsibilities while maintaining order and safety.

Meta's Llama (ML)

Gastil, J. (2008). Political Communication and Deliberation. *Acta Politica*, 43(2-3), 247-265. doi:10.1057/ap.2008.13

This paper explores the relationship between public communication and rights awareness, highlighting the importance of deliberative democracy in fostering informed citizenship. Gastil argues that public communication plays a crucial role in facilitating deliberation among citizens, which in turn enhances their understanding of legal and civil protections.

Bruns, A. (2008). *Blogs, Wikipedia, Second Life, and Beyond: From Production to Producership*. Peter Lang.

This book explores the relationship between public communication and citizens as both consumers and producers of content. Bruns argues that the rise of participatory media has enabled citizens to take on a more active role in public communication, thereby democratizing the production and dissemination of information.

Nielsen, R. K. (2012). Grounding the Category of Civic Culture. *Journal of Civil Society*, 8(2), 113-128.

Nielsen's paper examines the connection between public communication and civic literacy, emphasizing the need for a nuanced understanding of civic culture. He argues that public communication plays a significant role in shaping civic culture, which in turn influences citizens' engagement with politics and their participation in democratic processes.

Fenton, N. (2010). *New Media, Politics and Resistance*. Peter Lang.

This book explores the relationship between public communication and social justice, highlighting the potential of new media to facilitate resistance and promote social change. Fenton argues that public communication plays a crucial role in shaping public discourse and influencing social justice movements.

Downing, J. D. H. (2001). *Radical Media: Rebellious Communication and Social Movements*. Sage.

This book explores the relationship between public communication and facilitating dissent, highlighting the role of radical media in promoting social change. Downing argues that public communication plays a crucial role in facilitating dissent and promoting social justice movements.

Habermas, J. (1996). *Between Facts and Norms: Contributions to a Discourse Theory of Law and Democracy*. MIT Press.

Habermas' book explores the relationship between public communication and abuse of power safeguards, highlighting the importance of deliberative democracy in preventing the abuse of power. He argues that public communication plays a crucial role in facilitating deliberation among citizens, which in turn helps to prevent the abuse of power.

It is worth to note that all AI *bots* have presented books and papers where the authors supposedly made the relationship between Public Communication and the so-called 'seldomly seen concepts'. Here were brought only the ones where the expression Public Communication was used in the *bots'* statements. First fact noticed: only one has the expression Public Communication in its title (see Deacon, Stanyer, 2014). It also felt strange that all these manuscripts have allegedly worked with Public Communication, even some well known for approaching different themes and subjects. Therefore, as a matter to check if Public Communication appears or not in such texts, we did a test over a sample.

For example, according to the search from PDF readers Acrobat and Sumatra, there is no existence of the expression Public Communication at Castells' *Communication Power* or at Putnam's *Bowing Alone*. Actually, at *Bowing Alone* the expression appears one time only - but as a bibliographical reference (page 611), never along the author's text. Sumatra PDF reader was also unable to find such expression at Freire's *Pedagogy of the Oppressed*. Finally, Public Communication was located 10 times at Habermas' *The Structural Transformation of the Public Sphere*. In order to compare what the AI *bots* say that Habermas has done, all the 10 passages where Habermas use the expression Public Communication are registered as follow.

- Page 160: “When leisure was nothing but a complement to time spent on the job, it could be no more than a different arena for the pursuit of private business affairs that were not transformed into a *public communication between private people*.”
- Page 161: “When the laws of the market governing the sphere of commodity exchange and of social labor also pervaded the sphere reserved for private people as a public, rational-critical debate had a tendency to be replaced by consumption, and the web of *public communication unraveled into acts of individual reception, however uniform in mode*.”
- Page 210: “A process of *public communication* evolving in the medium of the parties and organizations themselves obviously stands in an inverse relation to the staged and manipulative effectiveness of a publicity aimed at rendering the broad population (and especially the sector of it that is most indifferent as regards politics) infectiously ready for acclamation”.
- Page 214: “As a result volitional impulses totally heterogeneous in substance and often enough in competition with each other enter into voting decisions that are formally the same and all the more susceptible to being averaged into an illusory consensus as long as the latter’s undiscussed presuppositions remain removed from *public communication*”.
- Page 227: “Pushing the interpretation of the social function of the freedom of private opinion to its logical conclusion, Ridder arrived at the formulation of a “freedom of public opinion” aimed at providing citizens with equal opportunity to participate in the process of *public communication* to begin with”.
- Page 232: “Only such a public could, under today’s condition, participate effectively in a process of *public communication* via the channels of the public spheres internal to parties and special-interest associations and on the basis of an affirmation of publicity as regards the negotiations of organization with the state and with one another.”
- Page 232: “On the other hand, to the degree to which it preserves the continuity with the liberal constitutional state, the social-welfare state clings to the mandate of a political public sphere according to which the public is to set in motion a critical process of *public communication* through the very organizations that mediatize it”.
- Page 234: “Inasmuch as this a matter of the technical aspect within one and the same organization, it should not be impossible on structural grounds to arrive at an appropriate relationship between bureaucratic decisions and a quasi-parliamentary deliberation by means of a process of *public communication*”.
- Page 239: “It is impossible to discern whether this “public opinion” has come about by the way of *public communication* or through opinion management, whereby it must remain undecided again whether the latter refers merely to the enunciation of a mass preference incapable of articulation itself or to the reduction to the status of a plebiscitary echo of an opinion that, although quite capable of attaining enlightenment, has been forcibly integrated”.
- Page 248: “Caught in the vortex of publicity that is staged for show or manipulation of the public of nonorganized private people is laid claim to not by *public communication* but by the communication of publicly manifested opinions.”

6 Conclusion

It does not seem that Habermas’ extracts have shown how “public communication relates to civic literacy”, for instance. At least not explicitly. Which brings us to conclude, keeping in mind the use of AI bots as research enhancer: either they “understood” that Habermas (and the other authors) did such relationships implicitly, or they have misinterpreted or simply hallucinated – perhaps lied. Caution must be observed at both

possibilities. The same can be said about Castells, Putnam, and Freire. How could Castells emphasize “how public communication can drive social movements, enable dissent” without explicitly using the expression “public communication”? Different from Putnam’s book, that brings such expression at least once, Freire’s book do not use it at all – as long as we can remember and rely over the search done by the PDF’s readers.

However, using the AI *bots* as interviewees has had a very positive result. They have not only defined and explained well, but it seems that they have established “new relations” between Public Communication and other concepts (e.g. social cohesion, collective consciousness, relationships building, order and safety maintenance, grievances and conflicts management, not incite violence or social unrest, civic literacy, social justice, facilitating dissent, etc). Such type of “creativity” may be seen as a positive or a negative trait. It is negative if such “suggestions” have not really been worked by nobody, nor can be approachable by future researches. In this cases, they stand as a simple juxtaposition of words and expressions – maybe as useless as in “public communication helps unicorns to vote better”. But it may be positive, whenever the cited relationship already exists, or can be put into existence by new researches.

This experiment (interviewing *bots* as if they were Public Communication specialists) is important if one wants to check on how much such technology has been migrating from a *media* or *tool* approach to a more reliable artificial *agent* able to do scientific research. Bref, if human PC specialists could count with artificial PC specialists as research peers. The simple answer is yes, they do: with caution, supervision, reviewing, and for a limited scope and reach. At least in this experiment, the *bots* had low autonomy (still needing human to *prompt* them) and have used part of their autonomy to “hallucinate”. But they have also shown capacity for “implicit inference”, and for establishing new relations between concepts. Future tests will shed light over this new phenomenon: artificial researchers (Lu *et al.*, 2024) (Elbadawi *et al.*, 2024), (King; Peter; Courtney, 2023) over Public Communication.

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