

be considered: the transmission model; the expressive model; the public model; and the reception model. [5, p. 45].

There are two levels of political communication: horizontal and vertical. Horizontal political communication involves interaction between roughly equal institutional components or social actors (for example, between elite groups). Vertical political communication involves relations between different hierarchical levels of the macro-political structure (for example, between elites and the masses, between government, parliament, or parties on one side, and ordinary citizens, voters on the other). [6, p. 65].

Educational research on communicative behavior and its impact on political activity reveals a wide spectrum of aspects that define the dynamics of the political process. Political leaders and parties that adeptly utilize communicative strategies can engage the public, shape public discourse, and achieve their political goals. Research underscores the importance of adapting communicative approaches to diverse audiences and contexts, taking into account cultural and social nuances. These studies are of crucial importance for the development of the democratic process, fostering closer relationships between political leaders and citizens, enhancing mutual understanding, and improving the quality of political decision-making.

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