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**Miller Dmitrii Georgievich**



**TRANSFORMATION OF INFORMATION AND COMMUNICATION PARADIGMS  
IN THE ACTIVITY OF MUNICIPAL GOVERNMENT: THE POLITICAL ASPECT**

Abstract of a dissertation submitted for the degree of  
Candidate of Political Sciences  
in scientific specialty 5.9.9 Media Communications and Journalism

Academic supervisor:  
Silkin Vladimir Vladimirovich  
Doctor of Political Sciences, Professor

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**The relevance of the research topic** stems from the fact that, despite considerable progress in digital transformation, most Russian municipalities manage their digital processes in an ad hoc manner, with little attention to the theoretical grounding for the use of digital technologies within a system of integrated communications. Although digital transformation has been studied in many fields, almost no such research has been carried out at the municipal level.

As a rule, municipalities' current management practices fail to account for changes both in information and communication activity itself and in the transformation of core value paradigms, including the artificial-intelligence and neural-network technologies now actively encroaching on the management process. This creates a need to clarify the concept of "digital transformation" as it applies to municipal activity and to justify managerial decisions on scholarly and practical grounds.

At the level of changes in social structure and in information and communication processes, the topic becomes still more relevant for the following reasons:

1. **The steady growth of society's communication and information needs.** As new channels for high-speed information transfer emerge, social development accelerates and interaction among different social groups intensifies.
2. **The influence of communication media on the structure and dynamics of social development.** The rapid development of communication media and their active uptake in society introduce radical and unpredictable changes into social life.
3. **The lack of consensus on the causes of communication development and its effect on social structure and processes.** Examining these causes and the paths of communication development helps to make sense of contemporary social structure and processes.
4. **The need to respond to ongoing political and sociocultural processes.** This matters for forecasting how they will develop and for producing methodological recommendations on building information-handling skills and on distributing digital media resources (digital distribution) in municipalities' real and virtual communication with residents.

Thus, the relevance of the topic is defined by the need to overcome municipalities' ad hoc approach to digital transformation and the lack of theoretical grounding for applying digital technologies within a system of integrated communications at the municipal level, as well as by the insufficient study of how information and communication paradigms evolve and shape

municipal governance amid the growing communication needs of society and the impact of new communication media.

**The object of the study** is information and communication paradigms.

**The subject of the study** is the political dimension of changes in information and communication paradigms in the work of municipal government.

**The aim of the study** is to provide a theoretical rationale for how information and communication paradigms form in the political space and how they are applied in the work of municipal government.

**Objectives of the study:**

1. Establish the methodological foundations for the emergence and development of information-cognitive and communication paradigms as political relations change.
2. Provide a theoretical rationale for models of the digital transformation of information and communication paradigms in organizations' strategic development.
3. Account for the emergence of new socio-political paradigms in the development of information and communication media technologies in an evolving knowledge society.
4. Establish the foundations and principles of media convergence in municipal work and of integrating channels, information resources, and media communication on a socio-technical basis.
5. Conceptualize how methods of social management are changing in the work of municipal bodies as digital political science develops.
6. Develop requirements for modernizing digital content and distributing digital media resources (digital distribution) in municipalities' real and virtual communication with residents.

**Methods.** The study's theoretical and methodological foundation draws on scholarship by Russian and international authors on the transformation of information and communication paradigms in social development, media communication, political communication, and municipal governance. It employs a set of general and discipline-specific methods: systems analysis, which captures the structural interconnections among the elements of municipal government and its capacity to respond to external demands; the structural-functional method, used to establish the integrity and openness of management systems; and institutional, comparative, and communicative approaches, which together enabled a comprehensive analysis of how information and communication paradigms are transformed in the work of municipal government. To examine the content of scholarly publications and the dynamics of

key terms, the study used content analysis of journal issues and discourse analysis of academic sources, together with a secondary analysis of earlier surveys.

**The empirical basis of the study** consists of the results of the expert survey “Power and the Elite in the Era of Digital Transformation: New Challenges and Threats, Trajectories of the Socio-Political Development of Modern Society,” in whose design and fieldwork the author took part. The survey was carried out in the Rostov region in January–February 2022, with 235 experts polled; its results were presented at the South-Russia Institute of Management of RANEPА (Rostov-on-Don) during the Fourth All-Russian Elitological Congress with International Participation on 25 March 2022. The empirical base is further supported by Russian laws and regulations, materials from state and local self-government bodies, and the findings of Russian and international research on digital transformation, media convergence, and the development of communication technologies.

**The original contribution of the study** lies in establishing the convergent nature of the digital transformation of communications as it unfolds within the institution of municipal government. The study systematizes classical and contemporary communication paradigms, traces how these paradigms evolve in the digital environment, and refines current understanding of the role of media convergence, networked communication, and digital platforms in the political and managerial work of local self-government bodies. The polyparadigmatic approach adopted by the author makes it possible to treat municipal government as an active participant in the digital communication space, operating amid multichannel interaction with residents and civil-society institutions.

**Statements submitted for defense, which constitute the study’s original contribution:**

1. The convergent nature of the digital transformation of communications unfolds within the institution of municipal government. There is a clear correlation between the transformation of information and communication paradigms and changes in the work of municipal government. Digital transformation can be understood as a change in the structure, processes, forms, and modes of functioning of all social institutions through the adoption of digital technologies. Reaching well beyond technical capabilities, it fundamentally reshapes how organizations work: for municipal government, it is not merely a profound technological shift but a restructuring of contemporary ways of working with residents — from greater operational efficiency and innovation to fundamental change in the delivery of municipal services (items 3, 5, 9 of the specialty 5.9.9 classification).

2. The author treats new socio-political paradigms in the development of information and communication media technologies within an evolving knowledge society as a set of concepts, social values, perceptions, and socio-political practices shared by a community, which together shape that knowledge society. A socio-political paradigm denotes an implicit or explicit outlook containing the basic assumptions that characterize and define a worldview. Shifting political paradigms affect related innovations and organizational and managerial processes. In practice, it is hard to determine which communication paradigm, as the underlying driver, produces fundamental change in the work of municipal government; the field of political knowledge and the scale of municipal governance therefore require closer specification of these information and communication influences and of the paradigmatic shifts they bring about (item 13 of the specialty 5.9.9 classification).
3. Media convergence, broadly understood, means not only placing the content of traditional mass media in the digital space but also linking communication and information technologies, computer networks, and the content of media other than mass media. Technological convergence combines computing, communication, and content on networked digital media platforms. The genesis of media convergence is best examined retrospectively, with regard to the history of the media system's formation and development and the patterns by which each new component enters it; the incorporation of internet journalism into the media system accelerated convergence (items 5, 7 of the specialty 5.9.9 classification).
4. With the emergence of a global digital space and the neural networks taking shape within it, municipalities that use these networks must make their communication more efficient — building a system that transmits more information while conserving resources. Neural networks can automatically identify and apply the relevant parameters from an analysis of available data, which requires isolating the information needed to make optimal managerial decisions (item 9 of the specialty 5.9.9 classification).
5. Most innovations in distributing digital media resources (digital distribution) can be realized along different dimensions in municipalities' real and virtual communication with residents. There are no fixed models of digital distribution: innovative models often combine the model of the product being created with the value model of the innovative value proposition, and along each dimension there

are many ways to introduce innovation into the distribution of digital media (item 1 of the specialty 5.9.9 classification).

**The theoretical significance of the study** lies in advancing a polyparadigmatic approach to information and communication systems and media-communication strategies; in systematizing models of information and communication paradigms and showing how they apply to the work of municipal government; in mapping the conceptual field of information and communication paradigms in municipal governance, which provides a theoretical basis for further research; in conceptualizing the shift from linear to interactive and networked models of political communication between government and the public; and in offering a theoretical account of the digital transformation of media communication, together with recommendations for its use in media journalism and in designing convergent media strategies.

The findings deepen theoretical understanding of the political nature of contemporary media-communication processes, broaden the methodological options for studying digital communication in local self-government, and advance scholarly approaches to analyzing the interaction of government, society, and the digital media environment.

**The practical significance of the study** lies in the fact that its results and conclusions can be used by local self-government bodies and by organizations adopting a convergent approach to the digital transformation of communications:

1. The findings are already in use in several local self-government bodies in Moscow, including during the administrative-territorial reform of the Troitsky and Novomoskovsky administrative districts of Moscow in 2024.
2. The dissertation's findings inform the retraining and professional development of media-industry specialists in the Troitsky and Novomoskovsky administrative districts of Moscow.
3. The convergent approach to the digital transformation of communications proposed by the author will enable municipalities to reach a new level of planning, management, and asset use.
4. The recommendations developed here may benefit organizations adopting digital transformation and revising their media strategies, as well as the further development of the digital environment of municipalities beyond the cities of federal significance.

**The scholarly and practical significance of the results** lies in their potential to expand political-science knowledge about how information and communication paradigms are transformed in the work of municipal government amid the digitalization of socio-political

processes, drawing on the conclusions and recommendations presented in the dissertation. Particular practical value lies in the recommendations developed for improving the communication work of local self-government bodies, which help to make their work more open, strengthen residents' trust in municipal institutions, and improve the practice of interaction between government and society.

**Correspondence to the scientific specialty.** The dissertation corresponds to the official classification (passport) of scientific specialty 5.9.9 "Media Communications and Journalism" under the following items: item 1, "Theories of journalism, mass media, and media"; item 2, "History of journalism, mass media, and media communications in the context of social development"; item 3, "Topics and problems of journalism and the media; representation of social, economic, and political processes in media communications"; item 4, "The creative process in journalism and media communications"; item 5, "Convergence and integration processes in the media space"; item 6, "The media system: the nature and architecture of the media system under digitalization"; item 7, "Typology of journalism; the formation and functioning of various types of mass media"; item 9, "Professional standards and values in journalism and media communications"; and item 12, "Forms of regulation in journalism; co-regulation and self-regulation in the media-communication environment."

**The reliability of the results** rests on the broad source and empirical base of the study, which includes Russian laws and regulations, materials from state and local self-government bodies, the findings of Russian and international research on digital transformation, media convergence, and the development of communication technologies, and scholarly publications on media communications and journalism. Reliability is further ensured by the internal logic of the work; the coherence among its object, subject, purpose, objectives, statements submitted for defense, and conclusions; the fit between the methodological tools and the stated purpose and objectives; and the combined use of current general and discipline-specific methods (systems, structural-functional, institutional, comparative, and communicative approaches). The conclusions and generalizations rest on the analysis of a substantial body of scholarly sources and are consistent with current scholarly understanding of the digital media environment and the transformation of communication processes.

**Dissemination of the results.**

The main findings of the dissertation were presented at the following academic events:

- All-Russian Symposium "Communication Vector-2023" (Moscow, 17–18 May 2023);

- Fourth All-Russian Elitological Congress with International Participation (Rostov-on-Don, 25 March 2022);
- International Conference Session “Public Administration and the Development of Russia: New Horizons and the Image of the Future,” Media Communications and Journalism section (Moscow, 22 May 2024);
- International Academic Conference Session “Public Administration and the Development of Russia: Values, Challenges, Priorities,” Media Communications and Journalism section (Moscow, 28 May 2026).

**Publications related to the dissertation.** The author has published 5 works, including 4 articles in academic journals on the list of the Higher Attestation Commission (VAK) under the Ministry of Science and Higher Education of the Russian Federation in scientific specialty 5.9.9 “Media Communications and Journalism”; 5 further articles appeared in other journals.

D.G. Miller