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POLITICAL LEADERSHIP THROUGH THE LENS OF SOCIAL MEDIA

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ABSTRACT

There is currently a global debate about the so-called media transformation, or metamorphosis, which is mainly concerned with technological benefits in the realm of information. This argument focuses on the relationship between "social media" and new media realities, specifically the impact that these platforms have on the development of political leadership in North Macedonia and the Western Balkans in general.

This paper examines the differences between social media and traditional media, exploring their respective roles in shaping the public sphere and political leadership dynamics in North Macedonia and the Western Balkans.

Information as a media product, produced with new technology, has caused a massive explosion in the 'membranes' of public interest and this has also diverted attention to a wider plan, where the diagram of reliability does not always match with that of reporting, due to the tendency for the media product to be seen more as a consumer good and less as a communication value.

The study is based on comprehensive research, thorough analysis, and synthesis of data published in books and scientific articles on the Internet, with a critical analysis of the current situation. Furthermore, this scientific research procedure involves breaking down complex concepts, judgments, and conclusions into simpler components and elements. In the end, the study highlights that the professional challenges in conquering the media market remain constant, while the audience is the one who selects the offers that are closer to their social, political, and aesthetic tastes and affinities.

Key words: media transformation, political leadership, social media, public sphere, communication

INTRODUCTORY PARENTHESIS

The new way of leadership in politics implies a philosophy of policymaking, where the complexity of leadership is merged into a broader mechanism of actions and ideas through decision-making that is not necessarily based on a single political stature.

This leadership style integrates the convergence of ideas into harmonious, long-term action within political contexts.

Leadership is not necessarily linked to individuals with specific names, but to ideas that test their longevity by producing profiles of politicians, who tomorrow could potentially be the next leaders.

The complexity of Leadership comes to expression in periods of social change, and this can be achieved through a combination of many concepts within the framework of political science. This perhaps makes political leadership one of the most difficult categories to study, for the very fact that it breaks some preconceived stereotypes on the understanding of leadership in politics.

Political leadership and political leaders have developed as social and philosophical syntagma in different historical, cultural, and national contexts, while the study of these syntagma has been bringing to the surface new knowledge, which in combination with different experiences in different times and spaces, came through a variety of political science disciplines, such as: political culture, comparative politics, political communication, political psychology, and political theory.

Governance is the most sublime human ability at all times and with the transformation of governance as a concept and as a notion, people have manifested the inner ability to govern others. This dimension of human ability was even observed in ancient times by the thinkers of ancient Greece and Rome when the first attempts were made to get to know the nature of political leadership closely.

Power and authority had been a cohesive link in the complex architecture of the political system, and Plutarch, Herodotus, Plato, Aristotle, etc., in their works, first tried to find the ideal commonality within this system. The views of ancient philosophers were then embodied in another school of thought represented by Niccolo Machiavelli, and Thomas Carlyle, as a necessary prerequisite for contemporary comparative studies. Only after many ideas and theories were clarified, a definition emerges, according to which political leadership is a process of interaction of human society, within which power structures are determined to control and govern society according to their interests.

The role and importance of political leadership came to the attention of all those involved in all spheres of organization and management of policymaking and other institutional and law-enforcing mechanisms.

The understanding of the philosophy of political decision-making has undergone a radical transformation at different times and consequently, the product of this philosophy is the leader who makes decisions that he considers beneficial for the organization or community but takes into account his personal views to channel the decision-making process. This means that the modern typology of leadership profiles the skills that place the leader in the context of modern global relations and trends, always based on his personality and established interpersonal relationships, integrated into the foundation of emotional intelligence and democracy.

Currently, several schools deal with the cultivation of leadership as a value of democracy and modern decision-making, but scholastic teachings would be useless if we do not define the social, political and cultural context in which a leader operates. This definition would better unravel the complexity of the leader before he decides to take any concrete step in the decision-making process. Any deviation from this definition makes leaders less credible in the eyes of voters and their careers are subject to a difficult opening, accompanied by misunderstandings and animosities displayed in public by the media. Here, social sensitivity to certain topics and problems comes into play, as well as the ethical dimension of the mediatization of this sensitivity in social media (networks, blogs, audio and video, e-mails, visual images) and the convergence of media in the construction of social reality and in the world of virtual communication. The primary function of new media should be seen as an indispensable ally of political leaders in enriching and ennobling their offers in the broad information market.

TYPOLGY OF LEADERSHIP – FROM MYTH TO REALITY

The understanding of leadership has transformed, from its definition as a myth that covers the entire semantics of policymaking to the profiling features of leadership, which will be adaptable to circumstances and reality with social and cultural conflicts. In this journey of definitions, a good leader will no longer be the one with a general discipline – with a cult of personality, but on the contrary – the one who relies on the knowledge and complex innovation that comes from employees. The characteristics of these leaders will be thoughtful, fast, and adaptable reactions, which can cope with the changes that are happening to us every day. In business, we all try to identify the traits of leadership, such as vision, teamwork, and motivation. Today's leader is not a centralized machine that produces intellectual and managerial dependence on his employees, and this is one of the answers to today's challenges in the world of leadership. So, what can leadership do in the business context, the answer could be this: “Modern leadership is about creating an environment and establishing a context in which other capable and self-motivated individuals are willing and able to innovate a path through ever-changing and multifaceted business challenges. Today's leaders are cultivators, stimulating, encouraging, and challenging others to push forward creatively. So what qualities are required to create such environments, to successfully lead a team in an increasingly fast-paced and uncertain business environment?” (Sweetman, 2018).

If in the past leaders were synonymous with centralized decision-making, this will not be the case in the future, because 21st-century leadership does not depend on the position they hold, while front-line employees must also be an example of leadership, perhaps even when they are not in a position of authority. The ability of future leaders to create entrepreneurs from their employees and to create an atmosphere of continuous innovation is the essence of modern leadership, therefore “the leader encourages the lead to choose the course that the group will follow” (Kellerman, 2004).

Leadership will no longer be seen as a realm of superiors and subordinates but as a partnership for the good of all. This leadership is the new model of leadership of the 21st century, which, more than anything else, will be able to offer a competitive advantage. Various social, cultural, and political factors, which may also be derivatives of the political-democratic culture and political institutions, have influenced the transformation of the fundamental role and style of political leadership. This is also due to the fact that new trends in political communication are increasingly reducing the influence of political parties in Western democracies. Therefore, “political leadership is a substantive area of activity that is understudied in the contemporary leadership literature, and as such it warrants attention” (Morrell & Hartley, 2006, pp. 483–504).

Political leadership cannot be viewed outside the orbit of traditional and modern theoretical interest and approach, in interaction with contemporary concepts that imply presidentialism, personalization, and populism.

This has also been the basis of the latest sociological and political research that has produced a series of typologies of political leadership, depending on its various characteristics. The German sociologist, Max Weber (1958), will make an important contribution on this occasion, proposing the following typology of social governance, each of which is based on modern realities:

- Traditional. Such political leadership is based on the unwavering belief of subordinates that this particular authority is legitimate. The reason for such belief in historical examples was most often the fact that monarchs, kings and pharaohs derived their dynasties from divine principles. Apparently, the heavens endowed them with power.
- Charismatic. Such leaders come to power and are held there in the light of their popularity, thanks to their exceptional qualities. This often happens during political, economic, or social crises and unrest in the country.
- Rational and legal. This administration implies the election of rulers of the majority of nations, their will and in accordance with established regulations. This type of power is common in most modern states of the planet.

The typology of leadership, in addition to Weber, was the subject of study for several other modern authors, who often refer to a classification aspect of management.

One of them is the professor at Ohio University in the United States, Margaret Hermann, who, after a series of analyses and field studies, has created a classification of types of managers, which is currently the most common. Types of leadership, according to this author, are based on the image of the manager, which depends not only on the visual attractiveness of the leader, but also on his character, the relationship of the leader with his supporters, as well as the specific situation in which the organization is currently located. Given these four variables, Hermann (1999) identified four types of leadership:

- 1) The 'Standard Bearer' Leader: Figures such as V.I. Lenin, M. Gandhi, and Martin Luther King exemplify this type, determining state affairs and achieving goals independently.
- 2) The 'Servant' Leader: Leaders like L.I. Brezhnev express the interests of the majority, aligning actions with voter expectations.
- 3) The 'Merchant' Leader: Exemplified by R. Reagan, this leader type persuades constituents to adopt planned policies by positioning them as the best path forward.
- 4) The 'Fire' Leader: Known for quick and effective action in extreme situations, prioritizing response over deliberation.

In representative democracies, it is up to the leader to make strategic decisions, where goals are also determined and are projected as objectives in various areas within the framework of public policies. In such circumstances, leaders are responsible for their implementation, and they must have a clear purpose and create an environment where the organization and its people should stand out. But this cannot be achieved without the appropriate management mechanisms on the one hand and the support of people in their organization to ensure effective connections with all parties involved, especially the political hierarchy, on the other.

Depending on how one interacts with people, contemporary political science also identifies three types of leadership: authoritarian, democratic, or laissez-faire.

The success of any activity largely depends on the coordinated work of each individual, so it is important to choose the right types of leadership that are suitable for leadership in the organization.

POLITICAL LEADERSHIP, AS PART OF MEDIA CULTURE

Leadership in the institutional space of the Western Balkans is active in political processes and this has led today's leaders to embrace the challenges of the future through decision-making that results in changing the political culture.

Such leadership imposes a deeper approach to coordinating teamwork, exploring ideas that are more accessible at the right moment but also in the best use of the most qualitative resources. This new leadership format is inspired by the positive balance of fieldwork, but in association with the most dynamic techniques of innovation, self-control, flexibility and more than ever - the empowerment of subordinates. Moreover, the one who manages to lead others without being their superior is the one who knows the secret of future leadership.

Some of the leaders and political actors undergo external retouching as they hide their views and interests, which they often replace with some image frames within which they place hidden views which they embellish with beautiful speeches, respectively with symbols acceptable to the public. This speaks of a deliberate issue of the actors in politics. Therefore, here, it would be appropriate to keep in mind what McNair (2011) says about political communication by defining it as "intentional communication about politics" ("purposeful communication about politics", McNair, 2011). This includes:

1. All forms of communication undertaken by politicians and other political actors, in order to achieve specific objectives.
2. Communication addressed to these actors by non-politicians, such as voters and specific newspaper columnists.
3. Communication about these actors and their activities, as contained in news reporting, editorials and other forms of media discussion about politics (Todorov, 2003).

Politicians trained in various techniques of public image retouching, not infrequently know how to transmit false symbols through various channels of political communication. But this is usually achieved also with formulas and words as much as to enter into negotiations and agreements with the idea that if they do not honestly say what they think, which is in their interest, they will manage to embolden and deceive voters. They say that deception or lies do not stay in one place, similar to the truth, meeting the needs of people everywhere, and perhaps even of society. "Conceptually, we may call truth what we cannot change; metaphorically, it is the ground on which we stand and the sky that stretches above us" (Arendt, 1968, p.13). The politicians' goal of creating a lie is not unknown, just as the truth was never important. "No one has ever doubted that truth and politics are on rather bad terms with each other, and no one, as far as I know, has ever counted truthfulness among the political virtues. Lies have always been regarded as necessary and justifiable tools not only of the politician's and the demagogue's but also of the statesman's trade" (Arendt, 2006, p.223). But, in cases where politicians use manipulation as the main tool for shaping an idea, then the degree of its credibility comes into play, which is sinking depending on the dimensions of propaganda and manipulation in the time of its action. In such circumstances, the destruction of the image is inevitable, because the basic features of political ethics and credibility are lost, a very important aspect in the relationships and interdependence of the process of political activity in the modern world, or as Hannah would say, truth and untruth in politics are relative. Based on these premises, many theorists consider truth in politics as a relative category, while the seal of truth is always kept

by the historical winners. But this political discourse is present especially in environments with low political culture, where the pollution of ethical values reaches high levels, both in terms of the presence of euphemisms and lies, and in terms of the chronic lack of dialogue. In such a social and political environment contaminated by the 'particles' of a society's moral deficit, where politicians are presented as the main 'factories' of this toxic production, we will encounter stereotypes of public judgment where the competition between argumentation and empty rhetoric resembles a gladiatorial arena where in the end the argument of force triumphs. After all, the relationship between truth and politics is not ancient. "The story of the conflict between truth and politics is an old and complicated one, and nothing would be gained by simplification or moral denunciation. Throughout history, the truth-seekers and truth-tellers have been aware of the risks of their business; as long as they did not interfere with the course of the world, they were covered with ridicule, but he who forced his fellow citizens to take him seriously by trying to set them free from falsehood and illusion was in danger of his life: "If they could lay hands on [such a] man . . . they would kill him," Plato says in the last sentence of the cave allegory" (Arendt, 1967).

The argumentative basis of politics becomes even shallower when a not-so-correct relationship operates in the public sphere between politicians and the media. As a result, the latter always follows the rhythm of the sound of money in the pockets of the owners, and the louder this sound, the weaker the editorial policy of the media becomes against political influences. Otherwise, the media would pay a high price for their political inaudibility, while public opinion would be forced to listen to the party megaphones that are installed in certain media, which can otherwise be called instillations, or extensions in the form of "spin doctors", whose work is limited within the map of the narrow interests of a political caste, which has as its ultimate goal either to take or to hold on to power at any cost. In fact, spin doctors, according to Kinnick (2005), are "double speak represents a language that is strategically chosen to distort or obscure reality. It is often associated with misleading advertising claims, unethical politicians, and public relations 'spin doctors' who use language to frame a subject in the most positive light" (pp. 260-261). A completely distorted picture of democracy, where the latter, since, unfortunately, does not have deep roots in the Balkans in general and in North Macedonia in particular, has made the media a strong tool in the hands of politics (Bajrami & Xhemaili, 2021). Therefore, political communication must be based on a rational and balanced approach. Now, this is also necessary to emphasize due to the fact that North Macedonia is in the process of European integration and that the obligations and responsibilities arising from eventual membership, but also the rights and benefits that integration brings, must be taken, sometimes as they really are, difficult and with numerous confrontations and challenges. The general tone should be oriented towards reflecting a realistic optimism about the government's public policies, while the media offers should be equivalent to the demands of the democratically oriented public opinion.

Political communication must necessarily be based on the central message. However, given the complexity of political issues, the dynamics with which they can be developed should be adapted to the ethnic and social diversity in practice. This requires the creation of such messages that would be adapted to the dynamics of the implementation process and the needs of the target groups. Messages in public information should be prepared for each individual case, in order to provide answers to specific questions and requests. Common themes should be developed between the government and civil society to communicate with the public. Thus, messages adapted to different target groups will be developed.

The current political system in North Macedonia has undergone a significant transformation in the last two decades, while the substantive turning point occurred in 2001, as a result of a military conflict that had a political epilogue with the signing of the Ohrid Agreement,

supervised by international mediators at the time. But the most tangible change occurred when the spirit and principles of this Agreement were incorporated into the constitutional amendments that followed, and in this way the character of the state began to follow the character of the multiethnic society, although the implementation of this Agreement should have occurred with a faster dynamism.

Today's political reality in the representation of the current leadership presents North Macedonia as a multiethnic state, but with certain specifics, which in a way implies a certain compromise between the requirements of its normal political profile as a multiethnic state.

If the fundamental objective of political communication is to create the widest possible understanding of all integration aspects among citizens regarding the accession of North Macedonia to the EU, then in any case the debate on the European integration process should be open in the media, as a prerequisite that should encourage all participants in society to have access to information regarding the progress of this process. In practice, this means that as much as possible, through the media, the public should contribute to raising citizens' awareness of the benefits of EU membership, as well as the necessary reforms that need to be made, while the goal is to give civil society in North Macedonia the opportunity to become a key player in the democratization of the country and contribute to the construction of a European civil society. For a long time, public opinion in North Macedonia was unable to create a real picture of all the benefits but also the losses that EU membership, or rather remaining outside it, brings. This happened due to public tendencies towards a kind of Euroscepticism, which was mainly managed by conservative Macedonian political forces. All the reservations towards the EU that came as a result of the lack of proper information of citizens, can be observed in a later period when the public opinion is still not fully informed about the standards that every acceding state must follow and, above all, with the leveling of those necessary standards that create a compatible justice system, together with reforms in the administration, the fight against crime and corruption, the rule of law and order, non-conflictual relations with neighbors, as key pillars of the screening that should take place in the coming years.

In order to achieve the main goal, it is necessary for the state to continuously prepare communication strategies to inform and motivate citizens, to contribute to increasing the level and quality of the debate on European membership. The creation of a media plan regarding the transmission of information in accordance with the public interest would remove barriers to communication, and this can be achieved through the Strategy of Information and Communication with the Public in the Process of Membership of the Republic of North Macedonia in the EU. Here, the results and goals of the Strategy are expected to be achieved:

- “• People from all walks of life who are responsible for decision-making and implementing changes as part of the accession process will be well informed.
- All citizens of the Republic of (North) Macedonia will understand the issues related to EU membership and thus be prepared to exercise their right to vote in any future membership referendum
- EU member states will have a clear picture of the Republic of (North) Macedonia and its values and will support its accession to the EU
- The Republic of (North) Macedonia will be seen as an integral part of the European project (SEP, 2007)”.

A particularly important role is played by the media, which have a great influence on the formation of public opinion (this is clearly seen from the results of the research - survey, where the formation of public opinion, in particular, is related to television). Therefore, the political leadership should cooperate intensively with the media to convey information about the EU and the European integration process of North Macedonia in the EU. In cooperation

with editors and journalists, a sectoral approach should be encouraged to achieve the best and most comprehensive information for citizens on specific issues from certain fields (e.g., economy, environment, education, etc.). Contributions and programs that will bring citizens closer to everyday life in the European Union should also be encouraged. Important partners of the Government in communication with the public are entities from the economic and business sectors, non-governmental associations and trade unions.

This Strategy does not only imply the basic role of information, but also the quality of policymaking through political communication, where the media play an essential role in designing this Strategy as functionally as possible.

SHAPING PUBLIC ATTENTION THROUGH SOCIAL MEDIA

In American political culture, technological innovations in communication have always been a boon to policymaking. Starting from the presidential elections of the sixties, when television was used to the maximum to design strategies for processing public opinion, until the time when Barack Obama, the 44th president of the United States, ran with the idea of transforming political communication into a slightly different offering, where social media would take a deserved place, technology proved to be the most inventive ally in finding resources in the field of public relations. President Barack Obama's election campaign, like the so-called 'Arab Spring', are by-products of a media technological revolution. In President Obama's case, this revolution was even more beneficial, because the favors that came from this mode of communication were injected into the overall electoral balance. Experts called this campaign "Obama 2.0", including the strategy of his team in the teaching programs at the faculties of management and PR. The first achievement and the key to the success of former US President Barack Obama in the 2008 presidential elections, led to the activation and engagement of the electorate, focusing on undecided voters, as well as young voters, making communication possible - through new technologies. It is believed that this was the response of young voters in Iowa and New Hampshire, on social media sites, where Obama had over three million friends on Facebook and Twitter. There have also been such support initiatives among Albanian Facebook users. Comments within the blogosphere suggest the same thing - the use of online social networks, through which young voters in the USA have been "recruited". In fact, he had made a plan based on the results of a 2006 analysis (Youth Voting, 2014), which showed that young people between the ages of 18 and 29 feel less Republican than those older than 30 and that most of them were not really interested in voting. By changing their choice, he developed a significant part of his strategy on the Internet. Another achievement, which first and foremost brought Obama victory as his party's candidate in the presidential race, is lobbying on the Internet and raising funds. Obama, in fact, refused to participate in the usual system of public financing of presidential campaigns and turned to a relatively new and more effective way of communication - the Internet. Ironically, according to a BBC article (Schifferes, 2008), McCain's unsuccessful campaign in 2000 (when he was George W. Bush's Republican opponent) provides an example of how Obama has used the Internet for campaign fundraising purposes. In fact, the lessons learned and the small funds paid by hundreds of thousands of Obama supporters online brought him a steady stream of money, just at the moment when Senator Clinton was left without money and resources to develop campaign advertising, due to the fact that her advisers did not see the potential of the Internet in time.

The next step is related to the inclusion and use of the Internet and social media in the campaign, which further accelerated the success of the strategy. For the clever placement of the support symbol (badge) on the Widgetbox website, the clip with Obama's daughters on YouTube since June 2007, seen by about four million Internet users (Crush On Obama, 2007),

the profile created on Flickr (Barack Obama, 2006), contains about 50,000 private photos of the Obama family and their friends during the presidential race and over seven thousand contacts, Twitter with 45,000 contacts, blog and mailing lists on the official website of Barack Obama, etc. For this, the merit goes to the people of the company "Blue State Digital", creators of the current President Obama's campaign on the Internet. They correctly understood that the Internet as a living media that is actively developing, in which even micro-campaigns are present, is sufficient to produce the so-called Long-tail effect. Special attention has been paid to the so-called PPC (pay-per-click) marketing, as well as sponsored links, as well as page optimization (SEO), in order to achieve maximum results when searching for keywords with the help of Internet browsers. The actions implemented in the form of program pages, first "Fight the Smears", in the role of directly confronting the numerous negative rumors during the campaign and more recently "Change" (Change.gov, 2009), which allows Obama to stay in touch with voters during the transition, have long-term consequences and help maintain the status of the newly elected president.

Analysts, after the 2008 presidential campaign of President Barack Obama in the USA, where it was also focused on social media such as Facebook and Twitter, have evaluated it as another example of how social networks and new media are changing politics. They saw that it is a community created on the Internet. In this case, the move away from traditional platforms such as television or newspapers in campaigns, and towards social media such as Facebook and Twitter, has opened up new possibilities. British analyst Graham Meikle says that "when social media is involved in high-profile political events, such as the recent Italian elections of 2009, the Occupy Wall Street movement or the Arab Spring, what we often see is not only discontent and rebellion against traditional politics, but also against the way in which politics is informed".

New generations, faced with the challenge of modernization and the future of globalization, are aware of the fact that information technology is an irreversible process in the displacement of humanity to the borders of tomorrow. A better illustration of this would be the success of Beppe Grillo, whom Meikle has called the most important example that shows the power of new media in politics. "People are using social media to express points of view which aren't getting onto TV, which aren't being aired in the newspaper, to share those ideas with others and to connect with others who they can then see through networks and share their point of view." (VOA, 2013) At the global level, it is now clear that we are dealing with an increased value of the media and an increased influence of economic factors on the content of programs that has led to the fragmentation of the public, losing the common basis of information, while the public has gained greater freedom with new channels in obtaining information. The legitimacy of public media, of those controlled by politics, has been questioned and these media are slowly losing their audience. The traditional approach is becoming inappropriate and new innovative solutions are required. Author of the book 'The End of Politics and the Birth of iDemocracy', Douglas Carswell says: "The Internet is changing politics. It's changing the way we do democracy fairly profoundly (...) It's allowing us to aggregate opinion; it's allowing us to bring ideas together" (VOA, 2013).

Whether on the streets of the Arab world or in the corridors of Western parliaments, it is clear that social media is changing traditional politics.

Unfortunately, governments, political parties and political leadership in this region are still extremely limited. They have not created enough qualified staff for public opinion research. Similarly, social media have their own problems, especially due to limited professional capacities, to independently develop investigative journalism related to the implementation of public policies. This then results in an extremely low percentage of problematization of research topics in these (new) media, at the same time causing political apathy and passivity on the part of the citizens themselves to be observed.

Even in the context of this research, the research focus is on the role of social media, to create opportunities for the participation of all segments of the public sphere and civil society in public discourse, where the criteria of professional, ethical and rational impartiality will dominate for assessing the individual contribution of each actor in public discourse.

CONCLUSION

The functioning of social media is happening at a time when, on a global level, information has become so close in terms of access and perception that the famous saying of the Canadian communication expert Marshall McLuhan turns out to be not only prophetic, but his global 'village' has now turned into a neighborhood where people, thanks to social media, know all the details of their neighbor's private life in the morning, not to mention politicians, who are being exposed to unprecedented public curiosity about their private and official lives. Social media, being independent of political influence, can be mainly involved in activities of public and social interest, as well as be open and offer a more active involvement on its websites through discussions in a broader forum with various actors of political life and civil society, especially through participation in exclusive conversations and interviews with figures and experts with public influence on topics of a political, economic, social, cultural, etc.

Based on the dizzying developments of the internet, as well as the growing popularity of social media, including their great influence on young people, it results that social media in the future will significantly influence the creation of political leaders with a different format that would be in harmony with the new sensibilities of the public.

That the internet plays an important role in political communication is also shown by the posting of political messages by the political leadership, thus achieving speed in information, which is undoubtedly expected to affect the increasing number of messages to the public (social media users). Also, social media has caused political leadership to lose direct control over these media, while numerous examples show that the press in the past was the main 'tool' of politics. Today, this depends on new technologies. Therefore, new leaders will also be created by social networks, where these media seem to be playing a privileged role in this field.

The media perception has changed since a new offer is circulating in the public sphere, which, in addition to not being able to be controlled by a political decision-making center, has become the property of everyone. This is also the main advantage that makes new media uncompetitive in the general market of ideas and views, and those politicians who know how to touch this new media perception with the right sense will certainly have a colossal advantage over their competitors.

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