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DIGITAL POLICING DISCOURSE BASED ON THE PROFILES OF THE HUNGARIAN POLICE ON SOCIAL NETWORKING SITES

Doctoral dissertation

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Acknowledgements

It was 8 January 2020, and if I had not remembered the exact date, my diary would have told me. I can clearly remember that it was the first day of my life when I entered Building "C" at Corvinus University of Budapest. It was also the first time when I met Dr. Ágnes Veszelszki in person. Although we had never met before, I have known her academic works since 2014 when I came familiar with her term *digilect* for the new language variant of computer-mediated communication that I could have observed well in digital police communication, at that time only on the Facebook profiles of English and American law enforcement agencies.

In 2020, I have been thinking about the phrase *policing digilect* for years, and its possibilities in digital communication and language learning. In 2020, she was the Head of the Department of Communication and Media at Corvinus University of Budapest. So, I walked in, and she asked me to come in and sit down in the office. I described the applicability of the concept *digilect* in the field of law enforcement and I remember that she said "I have bought it".

In the past few years, there were several unexpected turns and events in both of our lives, but first and foremost, I would like to express my gratitude to my supervisor, Dr. Ágnes Veszelszki, Associate Professor at Ludovika University of Public Service.

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Finally, I would like to express the gratitude of my immediate family who have participated in this challenging, and at the same time blessed journey with me.

I am grateful to myself for self-dedication and commitment to this topic, and endurance. Without it, I could not have discovered my love of the Hungarian language, and the depth of my love of teaching English and teaching in English.

Dr. Gábor Éberhardt, Ph.D.[1]

Recommendation of the dissertation

"Erna Uricska's

Digital policing discourse

based on the social networking sites of the Hungarian Police"

The doctoral student as a quasi-external expert and a non-member of the Hungarian Police researches, analyses, evaluates and makes recommendations for the online communication activities of the organisation on social networking sites. The very fact that the author is not an employee of the organisation and observes one of the sub-activities of such an organisational element that is characterised by the "myth of secrecy"[2] can be regarded as an attention-grabbing feature.

As a former police leader, I consider the chosen title – given its content – to be appropriate. The choice of the research subject, the relevance and applicability of the topic can be evaluated as current and justified due to the digital sphere, its tools and interfaces that surround us. On the basis of the study of the research subject and the evaluation of the elements that can be known in our everyday lives, I consider the idea right when it states that "Remaining silent is dangerous. The lack of news is even worse than bad news."[3] Gerasimov's idea is essential for objective and credible police information tasks based on online platforms that meet the communication needs of the current social generation. The hypotheses and the relevance of the applicability formulated on the basis of the research findings in the dissertation provide recommendations for solutions to fill these current gaps.

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[2] The author's remark: The phrase "myth of secrecy" is used by Géza Finszer in *The theory of policing / law enforcement* [Rendészetelmélet], 2014). According to Finszter, "the myth of secrecy is created when the legal definition does not provide a clear guidance, when the arbitrary classification has nothing to do with the professional requirements, and if the only function of the secret is to deny the dysfunctional internal problems of a malfunctioning organisation, and to exclude the control of the civil society (Finszter, 2014, p. 174, translated by EU).

[3] Szergej Geraszimov, Ukrainian writer and poet, Retrieved 03 April 2023 from https://bitly.ws/3crHo

The dissertation is a presentation of the research subject, and serves the purpose of knowledge, understanding and conceptualisation even for the average reader who is neither an expert nor has special knowledge.

The doctoral student presents the system of the police in a meaningful way with appropriate emphasis on the content, where communication is a substantial part. The demand for the correction of the external communication has been recognised by the organisation, and has been taking professional actions to improve it, and the internationally recognised best practices are complemented and developed in this present work.

The dissertation presents law enforcement, its constituent units and the communication of the units of the organisation, draws parallels and shows differences between the communication of law enforcement and of the Hungarian Police, but it clearly focuses on the exploration of the development possibilities of online communication of the Hungarian Police, and formulates them at the level of recommendations.

In the doctoral dissertation, the doctoral student presents her research results, the recommendations based on them in a clear and understandable way, that can result in the increased level of public confidence by the activities and information work of the Hungarian Police.

In the context of the dissertation, I would like to highlight the active participation of the doctoral student in both national and international academic arena that is linked to her research period and ensures intersubjectivity as an element of the work's strength. In the past period, she has published a large number of articles in Hungarian and foreign languages, has participated in organised and independent lectures in Hungary and abroad, and has been a regular invited speaker and author for several organisations and educational institutions.

These external, but qualifying elements also support the individual assessment that the doctoral thesis is a summary of research results that fill a gap, present novae (e.g. online reputation management within the Hungarian Police), and suggest the application of research results that steer the online communication of the Hungarian Police in a meaningful developmental direction.

„No matter how good and scientifically correct a text may be,
the image or the film makes the message much more powerful.” [4]

Szeged, April 2023

[4] Balázs Sudár, historian. Retrieved 03 April 2023 from https://bitly.ws/3cpnw

Prologue

Social media, digital or online organisational communication as well as strategic communication have become buzzwords in society nowadays. As many positive things we can recall or hear when these words and phrases are mentioned, there are also many unsolved challenges not only for citizens, but also for organisations and their communication experts.

On 15 September, 2019, an article with the title *There are really few better things on the Hungarian Internet these days than the Police's Instagram* (Pion 2019) was published in one of the Hungarian newspapers. To emphasise the novelty of the Instagram profile of the Hungarian Police in external organisational communication, the title of the article draws attention by a linguistic element when it uses the phrase *Hungarian Internet*.

István Pion (2019), the journalist of the Hungarian daily newspaper, sets the online communication of the Hungarian Police on Instagram as a good example. The journalist makes a comparison between two platforms, the official webpage (police.hu) and the Instagram profile of the Hungarian Police (police_hu) in the article while praising its use of language. According to Pion (2019), the verbal content of the posts on Instagram avoids legal terminology as it is a usual and "traditional" unit of the official website (Tóth, 2021), and the author welcomes the humour applied on Instagram. Not only the language that is used on Instagram is worth analysing, and applying the posts in education, but also the art-like visuals (Image 1) that the official authority creates, and shares there. The visuals are often constructed in a special style that differs significantly from the official police communication (Image 2).



Image 1. A Police Practitioner as An Angel
(Source: Instagram, police_hu)[5]

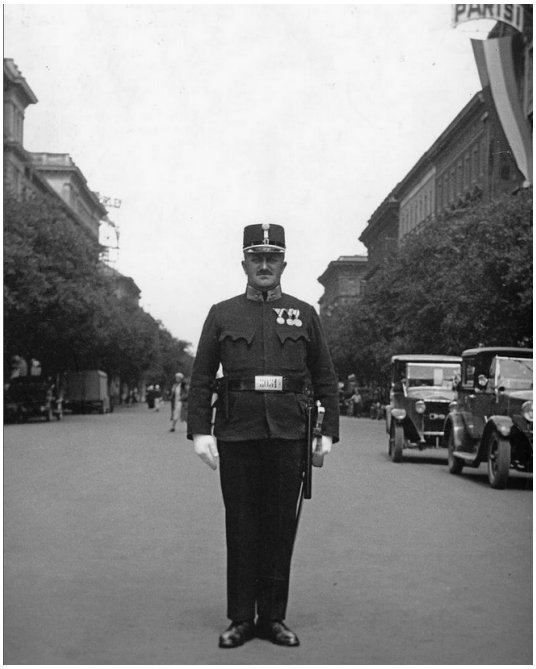


Image 2. Then and now [Akkor és most] #throwbackthursday
(Source: Instagram, police_hu)[6]

[5] Posted on 31 January 2020. The original version can be achieved from https://bitly.cx/05mtY
A ready-to help police officer. The telephone can represent a person always available. Thinblueline is also a metaphor. It signs a narrow border that separaetes good from evil and sinful things. Metaphors (like Image 1) help the followers in engagement and "offer opportunities for enhancing positive changes" (Condit & Bates, 2009, p. 115). See more in Subchapter 3.4.
[6] The image was taken in 1933. Retrieved 2 February 2024 from https://bitly.ws/3cpnW

1. Introduction

In the spring of 1990, the Hungarian Government that left the socialist form behind itself, addressed the Swiss-based multinational company TC Team Consult a request to support the reorganisation and democratisation of the Hungarian Police. The research identified five crucial points, and due to the fifth one, it was required to "develop a new type of relationship between the public and the police" (Team Consult 1991, p. 28).

The program also added that law enforcement organisations have to develop continuously. In spite of the fact that it was accepted by both the government and the police at that time, and stated that police organisations were forced to constantly evolve, the programme has been only partially implemented, and undeservedly forgotten (Lippai 2023; Lippai & Uricska 2023).

However, community policing (the concept is described later in detail) is not "an institutionalised policing strategy in Hungary" (Budavári, 2023, p. 1672), a successful future police organisation should create safety together with the public, apply a service provider role and solve problems in partnership (Committee of Ministers, 2001; Finszter, 2018; Dekker et al., 2020; Éberhardt, 2020). The most important link that can connect the police and the members of the civilian society is communication (like any other organisation and its target audience), and by improving communication between the two parties, trust, the image of the organisation, and therefore the relationship might be enhanced.

More than thirty years have passed since the analysis that was implemented by Team Consult, and more than twenty since the advent of social media. Strange as it may seem, to the present day and to the best of my knowledge, no dissertation employing quantitative and qualitative research methods and presenting their research results on digital police communications – regarding the verbal and visual content of entries on different interfaces – have been completed in Hungary neither in English nor in Hungarian, neither an article-based nor a "traditional" one.

In the article-based dissertation, first, the theoretical background is discussed, and then five articles are included. The theoretical background includes a brief overview of the relevant literature from the fields of police communication, organisational communication, social media communication and social networking sites.

The literature review includes the main concepts of the work such as the organisation, organisational communication, community policing and external digital organisation communication. The police are described as an organisation, then its role, purpose and mission in society are presented, drawing the readers' attention to the highlighted role of police communications as the police provide services to civilians, and these services include a wide range of communication activities as well.

The correlation and linkages between communication and the police are discussed in greater detail in this part of the work, emphasising the necessity of the definition of the social role of the police. The issue is put into a broader conceptual perspective, namely into the system of law enforcement communication strategy.

The following chapters of the work contain the articles, and through their analysis the reader can gain insight into the current state of the digital communication processes of the Hungarian law enforcement agencies.

The articles that are presented in Chapter 4 (*Community policing – community sites? Theoretical background and introducing the term law enforcement digilect*), Chapter 5 (*#instapolice #thinbluelinefamily. Online reputation management on the Instagram-profile of police_hu*) and Chapter 6 (*Trust is in the [linguistic] details: policing digilect as a communication practice. Applying Instagram in two Hungarian law enforcement units as a possible communication channel*) contain research that is related to the field of organisational communication, while Chapter 7 (*The use of policing social networking sites in teaching technical languages*) and Chapter 8 (*The relationship between the framing of speeding messages and changes in attitude of generation Z respondents*) present planned research and a possible direction of applying digital visual police communication in education and for accident and crime prevention purposes.

Therefore, the articles and their structure might serve as a basis for exploring the communication characteristics and the best practices of the other participating bodies

of law enforcement in Hungary besides the Police, such as the National Tax and Customs Administration, the Directorate General for Disaster Management and the Hungarian Prison Service. The article included in Chapter 5, *#instapolice #thinbluelinefamily. Online reputation management on the Instagram-profile of police_hu* (Uricska, 2021) was already mentioned by László Suba in his dissertation (2022a) who stated that "it would also be an excellent basis for comparing the activities of the two organisations in this area" (Suba, 2022a, p. 206), namely the Police and the National Tax and Customs.

Chapter 4 (Article 1. *Community policing – community sites? Theoretical background and introducing the term law enforcement digilect*) compares the external organisational communication practice of the London Metropolitan Police Service and the Budapest Police Headquarters in a two-month long sampling period, between 20 December 2018 and 20 February 2019. The Hungarian Police (Magyar Rendőrség) did not have a Facebook page at that time, therefore the Facebook pages of the above-mentioned two capitals were observed. The study drew conclusions with the aim of exploring solutions to improve the relationship between the police and members of the public in 2020. As a result of it, the first publication (Article 1) observed the Facebook pages of the Budapest Police Headquarters and the Metropolitan Police Service in London, using the methodologies of netlinguistics (Veszelszki, 2010, 2016, 2017a, 2017b) by applying content analysis (Babbie, 2001) and discourse analysis. In the sampling period, the Hungarian police force underperformed in terms of social media presence and communication activities in 2019, however since then, there has been a significant improvement in the communication strategy of the organisation. This chapter introduces the term *policing digilect.*

The concept of *online reputation management* is introduced in Chapter 5 (Article 2. *Online reputation management on the Instagram-profile of police_hu*) through the analysis of the visual and verbal content on the Instagram profile of the Hungarian Police (police_hu) between July 3, 2019 and July 3, 2020.[7] The article presents the image of the Hungarian Police, and how a communication channel, Instagram can

[7] The closing date of the sampling period should have been July 2, 2020. As the study was written in 2021, in the first year of my doctoral studies, a different methodological variant has been employed.

influence the perception of the organisation, and how the relationship between the civilians and the police can be enhanced.

The study deals with the Instagram profile of the Hungarian Police (police_hu), and the visual and verbal content of the ten most popular posts of the interface were analysed. During the one-year long period, content frequency and the types of messages were observed as well as content that received the most interaction (likes, comments) from the public. Not only the number of likes, but also the number and quality of comments were analysed, as this tells us how much users can identify with the topic and its visual world.

In Chapter 6 (Article 3. *Trust is in the [linguistic] details: policing digilect as a communication practice. Applying Instagram in two Hungarian law enforcement units as a possible communication channel*), the Instagram profiles of the Hungarian Police and the Budapest Police Headquarters are compared in order to detect the organisational communication strategy through specific variables (e.g., posting frequency, themes and the special linguistic characteristics of digilect [Veszelszki, 2017a, 2017b]). While analysing the posts, the linguistic features were analysed quantitatively (expressed in numbers in Uricska, 2022a) and qualitatively in order to observe the purpose of the application of humour as a linguistic tool, metaphors, and English language on the Hungarian sites.

Furthermore, the aim of the articles presented is partly to map the good practices of communication among the members of the population, and to analyse the visual and verbal content that promotes engagement (which can be seen from the number of likes, shares, comments), and to formulate recommendations for their application by the Hungarian law enforcement units, especially the Instagram and Facebook social networking sites.

Chapter 7 (Article 4. *The use of policing social networking sites in teaching technical language*) and Chapter 8 (Article 5. *The relationship between the framing of speeding messages and changes in attitude of generation Z respondents*) present a research plan and research that aims to observe how posts created by law enforcement agencies on social networking sites can be employed and integrated into the different courses in higher education, or in education in general.

One of the main tasks of higher education is to adapt to the challenges of the labour market. New positions have emerged nowadays that can be filled only by those possessing appropriate digital and communication skills, thus these jobs require these skills on a daily basis. The aim of the study is to present the students' actual digital and verbal communication level and the possible ways of their improvement in ESP (English for Specific Purposes) classes. We present the applicability of various language teaching methods and language learning strategies, and relying on them, we also present the main characteristics of our planned empirical research that is carried out with the students of the Faculty of Law Enforcement at the University of Public Service.

The suggestions and guidelines of *Article 4* and *Article 5* can also be applied in the public education in the context of crime prevention, especially in relation to media literacy and media consciousness against online crimes, and accident prevention, and in the higher education in the context of stand-alone courses on digital law enforcement communication both in English and Hungarian. Article 5 also presents social media and social networking sites as new and effective venues of community policing for crime prevention purposes as these facets fit into the approach of organisational decentralisation (Skogan & Hartnett, 2019). With the help of communication experts or teachers, the articles could serve as a basis how and what the organisations should communicate. They also point out the preferable manner of image building, use of communication style and the language variant.

The detailed description of a job advertisement shared by the Metropolitan Police Service[8] made me even more convinced in 2020 that special skills and knowledge are required to fulfil those professions who create and share content on different social networking sites. As social media influences the labour market, it is inevitable to improve such courses and programmes where these professionals are trained.

The highlighted role of digital organisational communication, and its conscious improvement are evident both in Hungarian and in English. In Hungary, there are existing university programmes such as the BA programmes of *digital public sphere* and *organisational communication* at Corvinus University of Budapest. There are

[8] Retrieved 7 October 2023 from https0://bitly.ws/3aNHL

also *communication management in public service* and *digital media* MA programmes at Ludovika University of Public Service where such experts are trained, albeit the programme was introduced in the academic year 2023/2024 (Nemzeti Közszolgálati Egyetem, 2023). Therefore, communication courses for law enforcement professionals might start in Hungary, even in the framework of new courses in line with the above-mentioned, *digital communication officer* job.

2. Literature review

2.1. Research on police communications in Hungary

Police communication can be considered as an under-researched area in communication science in Hungary (Kriskó, 2019; Uricska, 2022b). When comparing communication of law enforcement agencies to other organisations or fields, there are not so many academic literary works on law enforcement communication in Hungarian literature.

The police as a paramilitary organisation have a fairly closed structure, therefore only a small number of researchers have examined and analysed the communication of law enforcement agencies. It can also be said that working for the police is not one of the most widely accepted, socially valued professions in several countries of the world, and the staff's relationship with the citizens is problematic in many cases (Uricska, 2022b).

Police communication is observed by a very few people in Hungary. Katalin Molnár, Associate Professor at the Ludovika University of Public Service is a researcher and trainer of Hungarian police communication at both the theoretical and practical levels, probably the most well-known figure in educating police communication as she has been doing research in the field of law enforcement communication for thirty years. Her works mainly focus on the communication of police personnel, and the importance of developing the communication competences of the students at Faculty of Law Enforcement at Ludovika University of Public Service, police practitioners and police officers.

While Molnár has written several times about the internal communication of the law enforcement agencies in the previous decades, the book published in 2018 focuses on the external communication of the law enforcement bodies. The work was written within the framework of a programme that aimed to renew law enforcement communication; however, the launch of the programme was unfulfilled (Uricska, 2020d).

Communication is presented as a complex concept. Molnár (2018) refers not only to the verbal and nonverbal elements of communication within the law enforcement

communication strategy, but also those elements that Molnár refers to as the static communication elements (e.g., the uniform, a flag). The author openly considers that hierarchical and overregulated law enforcement communication is an obstacle to the development of organisational communication and prevents the development of bilateral trust-based dialogue with the citizens in Hungary. Through the review of the history of the Hungarian Police, the author discusses the police reforms, and, related to them, explains the changes in the internal and external communication processes of the organisation. She also describes how the image of the police preferred by the public changed over time. The author studies and analyses the external communication of the police and its place in relation to PR and media.

In the book, social media platforms are also mentioned as new and potential venues for communication with citizens, but the author emphasises that only Disaster Management as an organisation took part in social media communication when the manuscript of the book was being written and completed in 2017. Since then, the departments of the Police and the National Tax and Customs Administration have also appeared on various social networking sites.

Among the Hungarian researchers, Zsuzsanna Tolnainé Kabók, Edina Kriskó and László Suba submitted their dissertation on police communication in the 2000s.

Zsuzsanna Tolnainé Kabók, former Associate Professor at the Ludovika University of Public Service submitted her dissertation titled *The aspects of the specific use of language of the speaker community of the field of law enforcement* („A rendészeti szakterület beszélőközössége specifikus nyelvhasználatának aspektusai") in 2009. The researcher focused on the written communication of policing in her dissertation, with special regard to "analysing the use of the most typical genres and the specific language of police itself" (Tolnainé Kabók, 2009, p. 165). The author highlights the philosophy of community-oriented policing as a possible actor for supporting police–public relations in order to gain the support of the public, and that the policing approaches should be renewed because "the old policing communication style is not appropriate any more" (Tolnainé Kabók, 2009, p. 165).

Edina Kriskó, also an Associate Professor at the Ludovika University of Public Service submitted her dissertation titled *The social role of the Police and police*

communications („A rendőrség társadalmi rendeltetése és a rendőrségi kommunikáció") in Hungarian in 2012. Kriskó (2012) also states that "police communication and police press in the domestic (national) literature has only a very incomplete history" (Kriskó, 2012, p. 4). The author's work observes and analyses the communication of the Hungarian Police in a time span that expands from the establishment of the police press in 1880 until the beginning of the Web 2.0 era.

The dissertation also explores "what characterises the communication organising work of the police, how the so-called *blue PR* can be defined, and whether an analysis of all these can be used to identify the outlines of a comprehensive communication strategy" (Kriskó, 2012, p. 2). In the possible future directions of the work, the author draws the attention to the challenges posed by technological innovations and the beginning of Web 2.0 era, and also to the existing Western European practices (Kriskó, 2012).

László Suba, Assistant Professor at the Ludovika University of Public Service defended his PhD dissertation titled *The role of communication by Tax and Customs Administration* written in Hungarian („A kommunikáció szerepe az adó- és vámhatóságnál") in 2022. In the work, Suba provided an in-depth analysis of the existing tax and customs models in the world, then the Hungarian organisation, the *National Tax and Customs Administration* („Nemzeti Adó- és Vámhivatal, NAV") and its predecessors. In his work, Suba identified the communication of the NTCA as a research gap within the field of law enforcement communication tasks, and observed the communication scenes and communication practices of the National Tax and Customs Administration and its predecessors (Suba, 2022a). Being able to observe the topic from the practical viewpoint as a practising excise official and from theoretical viewpoint as an Assistant Lecturer of the NUPS at the time of the compilation of the dissertation, he analysed the law enforcement tasks in relation to communication performed by the National Tax and Customs Administration (Suba, 2022b, p. 5).

One of the results of his work is the introduction of "the special communication style of tax and customs into the field of law enforcement communication in the hope that this field is going to become more visible for the scientific community" (Suba, 2022b, p. 11). Suba also analyses the importance of grammatical correctness in

language use in the work of the NTCA. He supports the importance of proper language use because of two reasons. The first one is that it can raise the reputation of the organisation, and on the other hand, it is also evident and crucial from a practical aspect (Suba, 2022b). The author analysed several case studies in his work that can be employed by the personnel and experts of law enforcement bodies including the National Tax and Customs Administration, and in education, therefore the dissertation offers a theoretical and practical usage as well.

Within the recommendations of the work (Suba, p. 204–205), one of them proposes the content analysis of social media platforms recently launched by NTCA in order to gain useful research results by paying special attention to the tone and content of the comments. Suba recommends "the content analysis of all social media platforms recently launched by NTCA" as "it promises useful results, paying special attention to the tone and content of the comments" as "research (Chapter 5. *Online reputation management on the Instagram-profile of police_hu*) has been conducted on the subject of the police" (Suba, 2022b, p. 13).[9] The National Tax and Customs Administration launched its Facebook profile at the end of 2021, and expanded the presence of the organisation on other social networking sites (e.g., TikTok) as well. The researcher also suggests the evaluation of the few months' experiences of the platform.

To my knowledge, no other researcher observed and analysed the communication of the Hungarian law enforcement authorities, or the online presence of the Hungarian Police in a dissertation, albeit there are some articles related to the issue (e.g., Kriskó, 2018, 2019; Christián & Erdős, 2022). Not surprisingly, as only the official website was operated by the Hungarian Police until 2016 on a regular basis. I started teaching at National University of Public Service (now Ludovika University of Public Service) in 2013, and very soon I started to integrate posts shared by law enforcement agencies on Facebook into my teaching practice.

[9] The novelty of the topic and digital police communication is proven by the fact that the English, lengthened version of the article (Uricska, 2022b) is also cited in the MA thesis of Dewar, Adriana Lucia: Framing policing image and reputation: Police engagement with social media as a tool to employ impression management tactics) at University of Calgary, Canada in 2023.

This work aims at following one of the future directions proposed in the dissertation of Kriskó in 2012, as it contains research and publications on the social media presence of law enforcement agencies focusing on the Hungarian Police, in particular on Instagram and Facebook.

2.2. Police, policing, and law enforcement

According to Géza Finszter (2018), there is a need for a complex law enforcement concept to properly define the organisation and function of law enforcement and the definition of it is fairly controversial in the domestic literature (Finszter, 2018, p. 21).

The use of the term *policing* ("rendészet", "rendőrködés" [Christián, 2011]) and the phrase *law enforcement* ("rendvédelem", "rendfenntartás") is usually not clear and consistent either abroad (Reiner, 2004; Solar, 2015) or in Hungary. According to Solar (2015), policing is a broader category. The Technical Lexicon of Police Science („Rendészettudományi szaklexikon") was published in 2019 (Boda, 2019). Some headworks contain both policing and law enforcement in the translation of the headwords (e.g., "rendészet" [*policing* and *law enforcement*]; "rendészetfogalmak története" [the concept of *policing* / *law enforcement* historicity], etc.; see more Boda, 2019, p. 461–481). The third denomination also appears in one of the headwords where „Rendészettudományi szaklexikon" is translated as *Technical lexicon /glossary of police science* (Boda, 2019, p. 481).

According to Technical Lexicon of Police Science (Boda, 2019), including the core pieces of information, policing

(1) refers to those activities of the administrative (governmental or municipal) bodies that aims *at the protection of public and social order*, the observance and prevention of the infringements of the law, the restoration of order with public administrative, and in the last resort with coercive means;

(2) is a public activity *to ensure public order and safety* regulated by law;

(3) is part of public administration whose aim is *to maintain the internal order, public order and safety*, to protect the members of the society and their main value of the state, and to prevent or interrupt those unlawful activities that endanger them.

Since the required level of safety is an extremely complex task, it can only be fulfilled with a wide range of social cooperation and collective work;

4) is the oldest task of the public administration, and as a public authority task, its task is *to protect the cultural order and rules*, and to perform public administration tasks in relation to law enforcement (Boda, 2019, p. 461, translated by EU).

Law enforcement became a research area in the Anglo-Saxon countries in the 1960s. This period can be characterised by crisis between the police and the citizens because of much civil unrest (e.g., Civil Right Riots and Race Riots in America [1956–1973], Protests against the Vietnam War in the United Kingdom [1965–1968]), therefore social researchers started to explore the factors of the unsuccessful operation, and the reasons of the growing numbers of criminal acts (Reiner, 2004; Kozáry, 2019).

Law enforcement as a research area can be related to scientific research in at least two ways. On the one hand, when law enforcement is regarded as a specific field of social practice, and it is the *user* of the results achieved by theory earlier, and on the other hand, law enforcement itself can be the object of research (Finszter, 1998). This work employs the second approach, and observes the digital communication of the Hungarian police.

The police are a public administration body, and they "are by far the most visible part of the criminal justice system, and the everyday face of public authority" (Reiner, 2004, p. 1). But even the very name is problematic due to the wide-range of the tasks of the organisation (Cain, 1979; Reiner, 2004; Solar, 2015). According to Reiner (2004), police refer to a kind of an institution, while policing connotes various social processes (Reiner, 2004). Furthermore, policing tasks can be implemented by different institutions, and it is "a universal requirement of social order" (Reiner 2004, p. 2). The tasks of *policing* are not only carried out by the police, but also by other public authorities (e.g., disaster management, private security stakeholders), and the central elements of policing are public safety and order or both.

To complicate matters further, the different functions and the tasks can be detected in the names of the terms *policing* ('rendészet') and *law enforcement* ('bűnüldözés',

'jogérvényesítés', 'rendvédelem') [10] in English as well. They are often used synonymously, even though they are not the same (Solar, 2015). because "the complexity of police work has two dimensions: the complexity of the situations or problems confronting police, and the complexity of police responses to those situations" (Kelling, 1999, p. 34). More simply, law enforcement reacts to conditions and actions, but the complexity of policing is seen mainly in the relationship between the police and the community (Solar, 2015).

Finszter (2018) also shares a similar philosophy about the different nature of the concepts and the related tasks. According to the researcher, "the term *police* ('rendőrség') refers to only one function, namely enforcing the law, while the term *policing* ('rendészet'), on the other hand, covers the entire spectrum of official functions [...] sees itself as part of public administration. The term *policing* carries a 'functional' meaning, as it refers not only to the organisation but also to its activities" (Finszter, 2018, p. 24, translated by EU). However, it is impossible to give proper translations as their translation is not consequent in Hungarian, e.g. 'Rendészettudományi Kar' is translated as *Faculty of Law Enforcement*, while 'Rendészettudományi Doktori Iskola' is translated as *Doctoral School of Law Enforcement* or *Doctoral School of Police Sciences and Law Enforcement*. [11]

Finszter in his work *The Doctrine of Policing* ('Rendészettan', 2018) points out that policemen perform public order tasks, and on the other side, they also enforce the law. "The duality of law enforcement administration is based on these two basic tasks: on the one hand, as an administrative body, the police protect public order and safety, and on the other hand, as prepares the activities of the criminal justice system is prepared by the criminal investigation service of the police" (Finszter, 2018, p. 113). Additionally, *The Fundamental Law of Hungary* [12] also separates these two basic tasks of the police in Hungary.

[10] Translation of "law enforcement". Retrieved 17 November 2023 from https://bitly.ws/3cx9i
[11] Retrieved 17 November 2023 from https://bitly.ws/3cpLd and https://bitly.ws/3cpLd
[12] Ministry of Justice (2021). The Fundamental Law of Hungary. Retrieved 17 November 2023 from https://bitly.ws/3cpof

Regarding the aspect and the content of this work that aims to observe and analyse the relationship building efforts of the police, the brand and the image building strategies of the Hungarian police, the terms *police* and *policing* are used.

2.2.1. The approach of community policing

Community policing emphasises proactive policing with citizens, with the main aim of preventing crime, dealing with policing problems and reducing fear. Its essential element is a problem-oriented approach based on organisational reforms and focusing on coordinated cooperation with the local community (Miller et al., 2010, p. 5–7), and it „seeks to involve the widest possible range of the local community in public safety and a sense of security, building trust between the police and the public and trust, thereby improving the quality of life" (Teke, 2014, p. 33). It is also a change of attitude, where the police involve the public more in identifying and solving the problems that affect them, and of course, appropriate communication is also an element of this concept.

Community policing is mainly present in the Anglo-Saxon regions. The model of community policing has been employed successfully for several decades in the United States of America, the United Kingdom, and in Finland and Switzerland.

The Minister of the Interior of the Antall-government, Balázs Horváth (1990-1993) has a rather harsh judgement about the police before the regime change in 1990 when he writes that "the police of socialist power are a collection of individuals who are crippled to think, incapable to independent initiatives and cannot take responsibility" (Horváth, 1990, p. 4). The Hungarian initiative of community policing is also available on the website of the Hungarian Ministry of the Interior.[13]

After studying the police-related parts of the programmes of the governments in power since the regime change, Géza Finszter concluded that there is a lack of strategic approach (Teke, 2014), and according to László Christián (2016) the Hungarian police "are not sufficiently open to foreign, innovative methods that are

[13] Közösségi rendészet Magyarországon c. projekt, Módszertani Kézikönyv bemutatása [The project of *Community Policing in Hungary*, and the presentation of the *Methodological Guidebook*]. Retrieved on 1 February 2024 from https://bitly.ws/3cpom

easier to follow and offer real solutions and answers to the rapid changes" (Christián, 2016, p. 683). One of the innovative methods is *community policing*.

Government Decision No. 1744/2013 (X.17.) on the *National Crime Prevention Strategy* (2013–2023) (hereinafter: NCPS) was published in *the Hungarian Gazette* No 172.[14] At the same time, *the Parliamentary Resolution No. 115/2003 (X.28.) on the National Strategy of Social Crime Prevention* was deregulated. The Subchapter 8.1.1 of the National Crime Prevention Strategy deals with the establishment of community policing (Teke, 2014). The concept of community policing is defined in the National Crime Prevention Strategy as follows: "community policing is a philosophy, part of the policing work carried out by the police, whose main aim is to create and maintain public safety" (Teke, 2014, p. 24).

When analysing the police – citizens relations whether at domestic or international level, in many cases the relationship between the two parties is problematic and fraught with difficulties (Vári, 2016, 2017; Finszter, 2018; Peyton et al., 2019). According to Vince Vári (2017), the possible reasons could be "the centralised, militant organisational form or a weak level of trust between citizens and the police, possibly the poor quality of external communication, the partial or complete absence of civilian control" (Vári, 2017, p. 150).

László Christián emphasises the role of society as "the fulfilment of the mission of policing, the creation of safety can only be achieved as a result of social cooperation and collective work" (Christián, 2018a, p. 12).

According to a police brigadier general Csaba Vereczkei, "the police can rely on a real network of partners, and communication must be excellent at all levels, in all directions, for all partners" (Christián, 2018b, p. 40). When the classifications of the policing models are observed (Green, 2000; Can, 2005; Baráth, 2020), the flow of communication is horizontal only in the cases of community policing and problem-oriented policing (Table 1), therefore its importance is signified by *italics* in Table 1. while the communication flow is downward in the other models, which means that it

[14] Hungarian Gazette (Magyar Közlöny) is a periodical, official journal of Hungary.

flows (or permitted to flow) from top to bottom, and reaches the members of the community with the approval of the higher levels.

Social Interaction or Cultural Dimension	**Traditional Policing**	**Community Policing**	**Problem-oriented Policing**	**Zero-Tolerance Policing**	**Intelligence-Led Policing** [15]
Focus of policing	Law enforcement	Community building through crime prevention	Law, order and fear problems	Order problems	Security, anti-terrorism, counter-terrorism, law and order
Focus of decision-making	Police directed	Community-police coproduction	Varied, police identify problems, but with community involvement and interaction	Police directed with some linkage to other agencies	Police directed with linkage to other agencies
Range of community involvement	Low and passive	High and active	Mixed depending on the problem set	Low and passive	Mixed depending on threat
Communication flow	Downward from police to community	*Horizontal between the police and the community*	*Horizontal between the police and the community*	Downward from police to community	Downward from police to community
Attitude	Traditional	Service provider	Service provider	Reactive	"All-seeing"
Main value	Paternalism	Partnership	Partnership	Determinism	Professionalism

Table 1. Social Interactions and Structural Components of Various Forms of Policing
(Source: own construction based on Green, 2000; Can, 2005; Baráth, 2020)

A service provider attitude can mainly be enhanced by partnership-like communication. Due to the international and domestic literature (Finszter, 2018; Peyton et al., 2019; Vári, 2020, Metwally El-Kady, 2023), in order to increase

[15] In the model of Green, Homeland Security Policing, and the factors *Measurement for Success* and *Intelligence Gathering* also appear (Green, 2000).

efficiency, police – citizens relations must be put on a new basis, and the quality of the external communication of the police has to be improved.

One of the most important elements of community policing is that police officers can come into direct contact with the civilians, and treating each other as partners, the police can work together with the community (Kozáry, 2019), for the community, and for the safer community. For this reason, this attitude aims to enhance building trust.

Trust in social relationships is a phenomenon that manifests itself on the part of the individual, the essence of the belief that the other will manifest its actions as it is expected (Hardin, 2002). In simple terms, it is an attitude, an expectation towards the other, or others, for example from the police about their behaviour. In this sense, trust "means reliability, reliance on the integrity, confident expectation, and placing confidence or authority on someone or something" (Merriam & Webster, n.d.), but emotions can also be associated with trust. (Their importance is analysed in Chapter 8). Trust is also at the focal point of community policing, as cooperation does not work "if there is a gap between police and civilians, and it is impossible to create safety without mutual trust" (Kozáry, 2019, p. 206).

However, Kozáry refers to the offline setting, the requirements can be expanded to the online sphere if police forces want to enhance closer relations with the public. "The real weapon of a community policing officer is the strong cooperation with the community, and the channels of communication can open" (Christián, 2011, p. 188), and as a result of the cooperation, two-way communication, the flow of information, an increased level of trust can be achieved, therefore the policing work can become more efficient (Christián, 2010, p. 423–427). Surveillance, information gathering and problem solving can be carried out by continuous and regular dialogue. John P. Kenney (1956) stated that one of the most important, recurrent, and persistent problems in the field of police management was to maintain and develop proper communication in the organisation.

2.2.2. Police and police communications

Police are a public administration organisation, an official force whose main tasks as an organisation is to perform specific tasks, to protect public safety and internal order, enforce the law and certain rules, and initiate proceedings against rule-breakers (Solar, 2015).

In spite of the fact that almost seventy years have passed since Kenney's statement (1956), communication is still problematic between the parties involved, and miscommunication practices characterise the internal and the external communication of the organisation from many aspects (Goldstein, 2010; Molnár, 2018).

"Communication is a living force of all organisational culture, and all organisations" (Klein, 2004, p. 415). There are two main components: internal and external organisational communication (Kiss & Pallai, 2018). Internal organisational communication is a basic requirement for the proper internal functioning and determines the relationship among the members of the organisation. External organisational communication is a kind of the presentation of decisions and goals that are communicated to the outside world to the audience through various communication channels (Kiss & Pallai, 2018).

Communication is never an end in itself, but rather a means to achieve certain goals of the communicating parties (Goldreich et al., 2012). The goal of communication is generally for the sender of the message to get the message to the receiver, and for the receiver to understand or react to it: to think, to initiate a response communication, or to act.

Communication has a central importance in the case of the police, as information is a fundamental element of law enforcement, and "external communication with the media and the public is a basic requirement" (Maguire & Wells, 2009, p. 11) and also "the most important link that connects police officers with members of society is communication" (Molnár, 2018, p. 4).

The European Code of Police Ethics also claims that police officers must be capable of exhibiting their communication skills (Committee of Ministers, 2001).

Since today the creation of safety is a common interest, it is only possible through effective and continuous cooperation, and this can be achieved through a high level of communication between the partners involved.

In order to define the concept of law enforcement communication, a system of communication can be mentioned because of the complexity of law enforcement communication tasks. Law enforcement communication is communication with a social purpose, the tasks of which are crime prevention, crime detection, preparation of justice, maintenance and restoration of public order and safety, and accident prevention (Molnár, 2018). According to Katalin Molnár (2018), law enforcement communication is every piece of information used by the police, its management, and it is all manifestations of written and spoken communication within and outside the organisation (Molnár, 2018).

Communication of police agencies is social communication. Law enforcement communication can be described as "a direct, managerial style of communication, where the police officer exercises power over the person by virtue of his or her position" (Darren, 2017, p. 8), while policing communication is able to give the citizen a voice in the dialogue (Solar, 2015; Darren, 2017; Patrick & Rollins, 2022) and to establish a relationship of trust on the part of the citizen, in addition to the police communication style.

The Hungarian Police is also a public administration organisation and a public law body that – based on its competence – performs administrative tasks within its area of jurisdiction, as defined by law, in the possession of public authority (Józsa, 2018). In the case of the Hungarian police, the lack of a unified external organisational communication strategy was evident in the presence of different organisational units on social networking sites, as described by several researchers (Christián, 2018b; Finszter, 2018; Molnár, 2018). Creating and applying a unified communication strategy are extremely important, since trust between the members of the society and the police can only be built through proper verbal and non-verbal communication (Cserép & Molnár, 2010; Kozáry, 2019; Vári, 2020).

Therefore, the multifaceted tasks of the police cannot be limited to law enforcement, but require a thorough professional knowledge and experience to do their job effectively, which includes effective offline (Molnár & Uricska, 2018;

Uricska 2020a) or online communication with citizens (Goldsmith, 2015; Bullock, 2018).

According to the Public Relations Society of America, *Public Relations* (PR) means "a strategic communication process between organisations and their publics, and aims to build mutually beneficial relationships". [16] Edwards (2012) defined public relations, as "flow rather than organisational function, that can accommodate the range of research encompassed by these continua, thereby facilitating greater unity, inclusivity" as he hoped: dialogue in the field (Edwards, 2012, p. 7).

A central concept of Public relations (PR) when communication experts identify and communicate topics, campaigns, (Gregory, 2020), manage the opinion of the target audience about a brand, or an organisation, focus on maintaining a positive corporate image, furthermore "government communication specialists are commonly part of a public relations function for emergency, crisis and risk situations" (Johnston et al., 2020).

Organisations have to adapt their communications to new environments, new facets and "the changing needs of their publics" (Smith, 2021, p. 9). According to Smith, there are three major stages in the formative research phase: 1) analysing the situation, 2) analysing the organisation, 3) analysing the publics (Smith, 2020). In the following phases, the organisations have to choose the tactics and the strategy. Finally, the evaluative research has to conclude whether the communication process was successful (Smith, 2020).

2.3. Traditions and theories of communication applied

The various traditions of communication theory offer various ways of conceptualising and discussing communication problems and practices (Craig, 1999, 2013; Boster, 2006). From the seven traditions of communication, this work falls into and can be observed by two of them. The first one is the *Rhetorical tradition* where communication is conceptualised as "the practical art of discourse" (Craig, 1999),

[16] Retrieved 7 February 2023 from https://bitly.ws/3cAND

and *Socio-psychological tradition* where "communication is theorized as expression, interaction, and influence" (Apuke, 2018, p. 8).

Communication can also be conceptualised from the viewpoint of Boster (2006) who considers and highlights communication as means of social influence. According to him, communication is "not only *about* society; it is also *in* society and contributes to the evolution of the communication practices that constitute society" (Craig, 2013, p. 7), thereby contributing to the processes of social change. The framework can also be developed by employing Boster's unit consisting of a message, attitude, belief, and behaviour, and by analysing the verbal and visual content of digital police communication.

Communication theory has a growing presence in the discourse of contemporary societies. Human communication can be conceptualised most simply as information exchange that takes place among persons sharing messages or messiness (Boster, 2006). The key is the proper interpretation of the external message or the series of external messages as by applying them adequately, they can reach social influence that refers to a change in belief, attitude or behaviour, or any combination of these three (Boster, 2006). According to Boster (2006), belief is "the acceptance of a proposition of fact", attitude is "the manner in which persons evaluate concepts or objects" and "behavior refers to action" (Boster, 2006, p. 2).

Boster's triple-unit "model" can be joined with McGuire's *Communication – Persuasion matrix* (McGuire, 1989). The communication *input variables* include message, channel and audience. These factors are central to most communication models (Atkin & Rice, 2012). The *output process* comprises the responses of audience responses to stimuli that can result in learning or affect attitudes and behaviour as well (Atkin & Rice, 2012).

Regarding police communications, media content (the message) transfers the stimulus whether it is a verbal or a visual element, and by activating affective and cognitive processes (e. g. emotions and trust) can lead to change in attitude or behaviour (Table 2). The visual and contextual elements are parts of *digital policing*

discourse.[17] The term covers discourse created by law enforcement units engaged with members of the public. It includes the special linguistic variables of social networking sites and visual content created by law enforcement units to gain the trust of the public in the online sphere on various social networking sites. The main objectives are to improve the relationship between the police and the public (community), to manage the reputation of the organisation, to build image, to persuade the members of the public to cooperate in solving problems that concern them, such as crime and accident prevention.

Its linguistic features can be examined through the disciplines of applied linguistics, e.g., net linguistics, pragmatics, while its visual elements can be explored through visual rhetoric, framing etc. (see Chapter 8). Its contextual elements are those variables that depend on the place of creation, e.g., it does not matter where, i.e., on which channel the content is created, nor does it matter what device is used by the follower to read the post (e.g., the same news results in different effects when it is transferred by a computer, laptop or mobile phone). It also means that visual and verbal content live together, but both, even when taken out of their original context, can be researched independently.

Elements that convey verbal and visual persuasive factors can trigger emotions (Uricska, 2023). By measuring emotions, they can be detected. At the same time, emotions play a mediating role and, with the right measurement, changes in opinions and attitudes can also be measured.

Source of Communication	**Means**	**Aim**		
Communication channel: Offline / in-person or **online**, Traditional or	**Communication content:** Verbal elements (Article 1 and Article 3),	**Attitude changes** of the audience: Image of the police,	**Behaviour changes** of the audience: Accident and crime prevention (Article 5)	**Education** Public (Article 5) or Higher (Article 4)

[17] *Digital policing discourse* is my term, and it was first used as policing digital discourse in 2021. Later I realised that the policing discourse as a concept existed before in the offline space, therefore the order of the words has been changed in a single-authored work (Uricska 2022) and a co-authored work (Uricska & Suták, 2022).

new media, Types: webpage, Facebook, Instagram, etc. (see the Articles attached)	Visual elements (Article 4), Their influence on each other (Article 2), Message / stimuli	The police as brand and service provider (Article 2) Social responsibility from the side of the organisations	Social responsibility from the side of the citizens	
	Communication intensity: Posting frequency, Occurrence of the theme	Recruitment (Article 2)		**Courses:** Digital organisational communication, Crisis communication, Language learning purposes

Table 2. The mediation model of (e-)community policing
(Source: own construction based on the Communication – Persuasion matrix, McGuire 1989; Boster 2006)

2.4. The definition of social media

Social media are more than two-decade old, and defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user generated content" (Kaplan & Haenlein, 2010, p. 61). Mangold and Faulds (2009) distinguished blogs, forums, business networks, photo-sharing platforms, social gaming, microblogs, chat apps, and social networks. Social media can be conceptualised differently.

Kaplan and Heinlein (2010) divided social media due to the Social presence (or Media richness) and the degree of Self-presentation (or Self-disclosure) (Table 3). Social networking sites are situated in the *Medium* level regarding social presence whose self-presentation falls into the *High* level (Table 3).

Social Media	**Social presence /Media richness**		
	Low	Medium	High

Self-presentation/ Self-disclosure	**High**	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Habbo Hotel)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., War of Warcraft)

Table 3. Classification of Social Media by social presence/media richness and self-presentation/ self-disclosure (own construction, based on Kaplan & Haenlein, 2010, p. 61)

Social networking sites have three common elements to define them as social networking sites: the *profile*, the *network* and the *stream* (Ellison & boyd, 2013). Due to the shared content, they are able to modify the communication processes of organisations, and can improve or worsen the relations between an organisation and its audience (Voorveld, 2019; Gregory, 2020; Johnston et al., 2020; Ralph & Robinson, 2023; Skinner, 2023). The main principles of social media are "long-term strategy, careful planning, conscious implementation, thorough information about and respect for the potential target audience, content which is valuable and interesting for the target group and has a real impact on the group's behaviour" (Veszelszki, 2018, p. 417).

2.4.1. The impact of social media on organisations

The rise of social media resulted in consequences in the communication processes of organisations. According to Van Osch and Coursaris (2013) organisational social media are "technology artefacts […] that support various intra- and extra-organisational actors […] and organisational communication activities for producing user-generated content, developing and maintaining social relationships, or enabling other computer-mediated interactions and collaborations in the context of a specific organisation and its environment" (Van Osch & Coursaris, 2013, p. 700).

Organisational social media (abbreviated as OSM) received little attention until the 2010s, however nowadays several organisations are trying to employ social media and social networking sites regularly and consciously into their communication strategy (Van Osch & Coursaris, 2013). Strategy is a form of conscious behaviour that includes a planning process where the evaluation of the conditions, and situations occur. According to Zohar (2015), there are two types of

strategy, a struggle and a cooperation. In the latter one, both parties get closer to the required aim.

McKosker calls this process “the second wave of digital transformations” as there is a shift in how the possibilities of social media can be employed for organisations (Mc Kosker, 2017). In the first wave, organisations tried to “join the conversation, using social media in order to communicate more directly with customers”. Since then, the role of social media has changed, and the phrase “a new conversation” emerged where the focus shifts from the sole social media presence and participation to a new kind of organisational communication where the key factors are connectivity, presence with an aim, and communicating messages with a purpose, more precisely strategic community management (McKosker, 2017).

2.4.2. New media and new public administration

The concept of new media appeared in 1984 (Rice, 1984), and since then it has been examined from different aspects. They are communication technologies that enable or enhance interaction between users and content (Rice, 1984), and they also refer to any digital media objects that include interactivity, and objects that are shared digitally (Holzinger, 2002). In the English term, the possibility of interactivity is highlighted, in Hungarian, there are two existing terms “új media” (*new media*) and “újmédia” (*new-media*). In Hungarian, the noun phrase *új média* represents a technological perspective and novelty, and the “monosyllabic form represents change, internal and systemic transformation” (Aczél, 2010, p. 109). According to Petra Aczél, new-media is a new form of content acquisition (Aczél, 2010, p. 109), whose key characteristics include digitalization, interactivity, anonymity, participation, hypertextuality and virtuality (Aczél, 2010; Aczél et al., 2015), consequently, the terms are not identical (Aczél, 2014). However, there is one written form in English, this work uses new media in the sense that the Hungarian term *újmédia* suggests as interactivity, participation and virtuality play key roles in digital police communication on social networking sites.

New media are new platforms for enhancing partnership that would provide police officers with wider, faster and more direct access than ever before (O’Connor, C.D.,

& Zaidi, H., 2020; Ralph & Robinson, 2023). With the advent of new media, including social networking sites, different communication goals have emerged in the external communication goals of the police, and the existing communication goals have been amplified, as the presence on the platforms has also amplified the previous tasks. The preventive and educational messages of the organisation can raise awareness of the members of the public, and can enhance the fight against crimes that appear in the online sphere.

Furthermore, with the expansion of the concept of *Global Village* (Hensby, 2011) there is an opportunity to identify problems in the online sphere (Klausz, 2019), propose solutions and improve police-community relations through the appropriate use of social media and social networking sites. The emergence of social media has also given rise to optimism in the field of policing about its ability to redefine and improve the relationship between police officers and the public, to change the image of the organisation and build a trust-based cooperation between citizens and service providers (Mickoleit, 2014).

Balázs Gyula Csáky-Hatalovics (2020) presents the example of the Spanish National Police. The organisation employed Twitter between 2012 and 2014 in order to find missing and wanted persons, and solved 500 registered cases of drug trafficking offences (Minder, 2014). The Spanish police's Twitter account @policia with 47 million followers overtook the FBI's Twitter account at the time, and it has become a best practice.

Hu and Lovrich introduced the concept of *electronic community-oriented policing* (E-COP) in 2020 to describe the communication activities carried out by law enforcement units. The authors examined how social media can influence police – community relations. By presenting theoretical background and empirical research findings, the concept's creators argue for the need for a timely paradigm shift in traditional community-oriented policing strategies, moving into the 21st century. *Electronic community-oriented policing* represents a systematic approach to policing that applies insights from the dynamics of individual, social behaviour and mass communication to contemporary policing practice.

The concept of *e-community policing* is introduced in this work in detail by the author. However, *electronic community-oriented policing* and *e-community policing*

are synonymous in English, the two terms do not exactly mean the same neither in English nor in Hungarian. In the latter one, the shortening tendency of the language use of the Internet is obvious (Istók, 2018), and while in the term *electronic community-oriented policing* is there that the police are open towards the community, in the case of the term *e-community policing* there is linguistically involved that the police not only open towards the members of the community but they create a community together and want to try to find solutions together. Greater presence not only of the police opening up to the community, but also of trying to find common solutions with the community. This new kind of philosophy approach can be observed and analysed in the verbal content (language use), for example by different fields of linguistics, such as netlinguistics and pragmatics, and in visual content (images, videos and infographics, etc.) while applying the methodology of visual rhetoric, framing and storytelling.

The term *e-community policing* can be summarised as a set of problem identification and solutions generated by police units through communication activities in the online sphere, aimed at maintaining and improving the relationship between the police and community members, and developing and implementing organisational strategies to improve this relationship in line with the principles of traditional community policing.

However, as it was mentioned before (Chapter 1) community policing is not an institutionalised policing strategy in Hungary (Budavári, 2023, p. 1672), e-community policing or e-community oriented policing can work by establishing and continuing dialogue with citizens on social networking sites.

According to Gary L. Kreps (1985), the effectiveness of an organisation depends to a large extent on how the members of it communicate the relevant key information to the outside world (Kreps, 1985). The advent of social media has had an impact on the external organisational communication processes of the organisations (Csáky-Hatalovics, 2020; Ashaye & Irani, 2019) as they offered new venues for public administration organisations.

The initiatives in e-public administration and e-democracy can be traced back to the early 1990s when the internet started to spread worldwide in the Western world

(Bullock, 2018) and the title “e-government around the world” (Thompson & Jaeger, 2003) suggest this concept, however, it is still not a common and regular practice in the public administration system. In the international arena, application of e-government research also began in the 2000s (e.g., Margetts, 1999).

A kind of optimism appeared that the changing practices of use, especially social networking sites, could have serious future potential for the enhancement of online participation (Ellison & Hardey, 2014; Lageson, 2018). It was also supposed that with the use of the Internet and a possible revival of democracy, trust can be improved between governmental organisations and the citizens (Bullock, 2018).

There are different trends in the world, it is difficult to show uniform patterns, but in those countries where the administrative systems are less rigid, and the relationship between organisations and citizens is less formalised, the organisations have appeared earlier with an official page on social media (Csáky-Hatalovics, 2020, p. 1).

In recent years, computer-mediated communication is almost inevitable in both internal and external organisational communication, as the use of social media platforms has provided the opportunity for two-way, partner-based communication, as opposed to traditional communication channels. Public administration organisations also have the opportunity to achieve their communication goals through either verbal or visual content, e.g., social campaigns can be supported by proper use of language and well-planned visual strategies.

Citizen participation and government–citizen collaboration have been parts of the public administration system. “Traditional government social media use is often a one-way push without much care for dialogue and discussion” (Zavattaro & Brainard, 2019, p. 562). E-government and online citizen participation are contributing to a new kind of collaboration called “New Public Administration” and it demands from police agencies to interact with citizens (Brainard & McNutt, 2010).

However, public organisations often face several barriers when they have employed social media in the everyday practices of their external organisational communication (Dekker et al., 2020). It is an even more complicated issue when the

organisation is the police. Studies (Eynon & Dutton, 2007; Eynon & Margetts, 2007) in the turn of the Millennium provided a generic perspective on barriers to the application of technological innovation in the public sector. Meijer (2015) completed the factors of the barriers listed in the earlier works with the cultural barriers (Table 4).

	Government	Citizens
Structural	Legal constraints, lack of finances, shortage of personnel and available skills, limited political and management support, lack of coordination, technological constraints	Lack of technological facilities, limited knowledge and competences, shortage of time, failure to integrate innovation in daily routines
Cultural	Resistance to change, fear that innovation undermines the robustness of government, interference with bureaucratic culture	Lack of interest, little faith in and negative image of government, no perceived usefulness, resistance to technology

Table 4. Typology of barriers to e-governance innovation
(Source: Meijer, 2015, p. 200).

Dekker and co-authors (2020) in a systematic review, a "systematic, explicit, and reproducible method for identifying, evaluating, and synthesising the existing body of completed and recorded work produced by researchers, scholars and practitioners" (Fink, 2010, p. 3) explored the existing, main types of barriers that the police face when they adopt social media. In 2020, they found only 152 articles worldwide, out of which only 41 were proper for the analysis of exploring the barriers (Dekker et al., 2020) and used Meijer' typology of barriers to e-governance innovation (Table 4).

There are two main categories of these barriers. In the first category, the structural barriers can be found. These structural barriers can also be divided into two subcategories: 1) the hierarchical structure of the organisations in the public sector like the police, 2) lack of different means such as personnel, financial resources, precise guidance are also mentioned (Table 4). It is supposed that the Hungarian Police also struggle with similar barriers. The first subcategory is described in detail in Article 1. Online platforms such as *Legyél Te is Rendőr!* (Chapter 5) and offline

events (e.g. job fairs[18] and *Policemen's Day*[19]) are dedicated to promote the police profession and ensure the steady supply of personnel, the lack of personnel is obvious throughout the body in Hungary.

The other category, the cultural barriers are strongly related to the structural barriers. Without proper and precise guidance, the administrators of the sites do not dare to implement these sites into the regular and daily practice. Social media is regarded as a "grey area" (Bullock, 2018) and administrators could work safer if proper guidance was provided (Bullock, 2018). The strict bureaucratic nature of the organisations "works against innovation" or police image and reputation "could be put at risk by social media" (Dekker et al., 2020, p. 2). However, there is the possibility of undermining the image (Dekker et al., 2020), albeit the application can restore the earlier demolished image of an organisation or can influence it positively (Veszelszki, 2019; Voorveld et al., 2019; Uricska, 2021).

One of the most important structural barriers from the citizens' side is digital inequality (Dekker et al., 2020), and social inequality such as minorities (Barnucz & Fónai, 2023) is strongly connected to this factor. The messages of social networking sites cannot be reached by all members of the society, therefore, they "cannot replace other forms" (Dekker et al., 2020, p. 5) and channels of the external organisational communication of the police forces.

Cultural barriers of the citizens include the lack of trust in governmental organisations (Vári, 2016; Kozáry, 2019; Dekker et al., 2020), and the lack of interest. Based on the facts, it is common when the police surveil a person but "following the police" might be strange and unusual. Additionally, intense police communication can raise the level of fear (see Article 1) and "crime news can create an unnecessary sense of danger" (Uricska, 2020a, p. 65).

In Hungary, more and more public administration organisations are present on social networking sites and share official content representing their organisations. The Government of Hungary is present on Facebook and Instagram, the Hungarian

[18] Retrieved 25 January 2024 from https://bitly.ws/3aNuk
[19] Retrieved 25 January 2024 from https://bitly.ws/3aNv3

Police and the National Tax and Customs Administration on TikTok besides Instagram and Facebook, and even Viktor Orbán, the Prime Minister of Hungary is present on all social media platforms, and bears outstanding popularity on TikTok.[20]

2.5. Organisational culture and the image of the police

Organisational culture (abbreviated as OC) is conventionally defined as the ensemble of beliefs, assumptions, values, norms, symbols, actions, and language patterns shared by all members of an organisation (Huff, 2014). When the different definitions of organisational culture are observed, beliefs, expectations, common norms, values, and beliefs of individuals shared by members of an organisation are common elements (Krémer et al., 2008; Huff, 2014; Farkas et al., 2018). In the context of law enforcement, Farkas and co-authors define "organisational culture as a system of norms, values, rules, procedures, symbols and beliefs that are deeply embedded in the collective consciousness of the members of an organisation influencing their cognitive and affective behaviour as well as their performance in an indirect way" (Farkas et al., 2018, p. 71).

The use of social media to connect police forces with the public is considered to be an important achievement of the 21st century (Bullock, 2018; de Graaf & Meijer, 2018; Carter et. al., 2021; Dekker et al., 2021; Wood & McGovern, 2021). Despite "the evolutionary potential of the Internet for police-community relationships" (Aiello, 2018), law enforcement as a whole represents only a small percentage of tasks related to the works of police personnel (Aiello, 2018).

Social media provide platforms on how the "police represent themselves to the public through stand-alone websites and social networking" (Aiello, 2018, p. 89).

John B. Thompson introduced the concept of *new visibility* (2005). Sharing appropriate posts on social networking sites can become a tool to create a new basis for image, support the advantageous characteristics of an organisation, and it is also

[20] Retrieved 23 January 2024 from https://bitly.ws/3aNvm

an opportunity for managing the image of the police, creating and enhancing online reputation.

The online presence of the police can be observed from quantitative and qualitative viewpoints. The results of the observation based on different viewpoints may reveal a lot about the image of the police, namely whether it is real or a goal to be achieved that the organisation wants to communicate about itself to the society (Aiello, 2018, p).

When defining the strategic aim of the organisation, it is necessary to observe the quality of the specific traits in the organisational culture, and find those qualities that are parallel with the concept to be achieved. As the use of social media alone does not contribute to the improved, more trusting police-citizen relationship that is one of the main goals of these platforms (Bullock, 2018), communication experts have to follow a strategy based on research and literature.

Many law enforcement units use social media platforms only for broadcasting information and sharing news, losing the basic function for which these sites are intended and to which the name refers, saying *social* (Fielding, 2021). Almost a decade earlier, in Hungary, Tamás Bokor (2012) also highlights the two-fold meaning of *social* in the phrase of social networking sites, their importance and influence in the society, and introduces the concept of "human online social communication" (Bokor, 2012, p. 71).

Dekker (2020) cites different organisational and cultural constraints on the part of both police officers and the public and highlights the fact that social media sites, despite their potential, are used only for information and not for dialogue (Dekker et al., 2020; Zavattaro & Brainard, 2019).

Only then will there be a real opportunity for digital communication content to facilitate and reorganise the relationships and relations between individuals, society and different organisations. However, for this to happen, it is recommended that interface operators use a communication style and language register that is clear, understandable and trust-building for the widest possible audience (Kész-Varga & Pokrócos, 2018).

In April 2021, I conducted interviews with the site administrators of the Instagram profile of the Hungarian police. Based on the information gained from the interviews, the Hungarian police aim to use social media platforms to create a direct source of communication where they can really reach people. Due to the research results (Uricska, 2021, 2022a, 2023a), the following factors were considered the most important ones: linguistic style (word choice, humour and wordplay) content management and frequency, and reputation management.

3. From offline to online language use of the police

Language, more precisely use of language plays an outstanding role, and might be the cause of problems and barriers. The proper use of both of them are crucial in the proper functioning of an organisation in national and international settings. “Language is considered to be a major tool for the communication process” (Dobrzinskiene & Rimkute, 2020, p. 430), whether it is written or spoken. As the police are a service provider organisation, they are engaged continuously by the communication processes with the population.

In 2002, Katalin Molnár wrote that “the official Hungarian Police communication is still characterised by formal style, abundant use of legal and technical terms, and the complexity of jargon today. This is manifested in unnecessarily long, complex sentences, instead of simple sentences; in the use of adjectives with many elements; in the use of expressions and word structures, instead of simple words; and in the use of formal pronouns” (Molnár, 2002, p. 42).

In 2021, Judit Tóth aimed to present the main features of language of law enforcement in Hungary, “the author has analysed lexical and terminological features, characteristic word combinations (function-verbal structures, nominalization), the occurrence of subject-less sentences, passive sentences, other stylistic features and punctuation in 24 pieces of legislation” (Tóth, 2021, p. 2020). Based on her research results, Tóth describes police communication as follows: the “characteristic of the language of police is the unemotional, neutral and abstract way of phrasing, the use of circumlocution, normalisation, many sentences without subjects, multiple compounding of words and phrases, the periodic absence of nouns and verbs. Function inflectional structures and sentences with passive structures are also common” (Tóth, 2021, p. 208).

3.1. The Hungarian Police on Social Media

According to Christián (2016), the biggest debts of the Hungarian law enforcement are the lack of the strategic approach, and the fact that the force is not open enough

to innovative methods from abroad. Employing social media into the external organisational communication is a kind of an innovative method, and the organisation, more precisely one of its units has been present on social media since at least 2012 (Uricska 2020a). *Image 3* presents the main relevant instructions and platforms when the organisation appeared in the different interfaces.

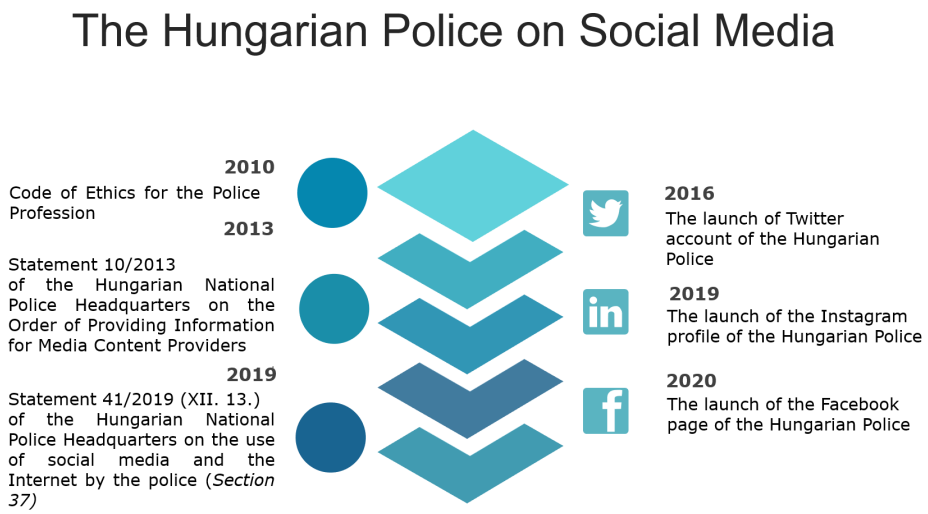


Image 3. The presence of the Hungarian Police on social media with the related key instructions (Source: own construction)

Most public relations personnel understand language construction in rigid police reporting style. Therefore, it takes a lot of practice to be able to master a new language style, including making captions on Instagram or other social media. The short, concise and clear captions required on social media are very different from the rigid language of police reports (Putra, 2021, p. 508).

3.2. The analysis of the profiles of the Hungarian Police social networking sites

In April 2021, I conducted expert interviews with the site administrators of the Instagram profile of the Hungarian Police from 03 July 2019 (the launch of the profile) to 30 November 2022 (see Chapter 5). Based on the information gathered from the interviews with the communication experts, the Hungarian Police aims at using social media platforms to create a direct source of communication where ordinary citizens can be reached. Based on the coding process of the interviews, the

following factors were observed: language, operations and content management (brand building and educational content) and humour.[21] The verbal and visual content of the Hungarian police were analysed from one main perspective, namely how they can result in social influence (Boster, 2006). The entries from each interface were selected by systematic sampling. The analysis of them is based on a mixed methodology; using quantitative and qualitative methods.

To analyse the verbal content, content and discourse analysis were employed. Codes were used in order to qualitatively analyse the characteristics of language use, while their occurrence in the posts led to a quantitative approach. The aims of the research are to explore how the communication practices of the Hungarian Police social media platforms support the maintenance and development of bilateral and horizontal dialogue, and what linguistic tools are used to enhance dialogue between the parties, and what visual content is employed to alter and improve the image of the police, and how these can be employed in education.

3.3. Discourse and netlinguistics

The Merriam and Webster dictionary defines discourse as "a way of organising knowledge, ideas, and experience rooted in language and specific contexts" (Merriam & Webster, n.d.). Digital discourse is a not a homogeneous practice in the online sphere, a specific linguistic variety for each language, with a relative place and importance (Thurlow, 2018) in typography (spelling, word choice, sentence structure); meaning (i.e., symbols, words, statements); interaction (e.g., topic expression, feedback, spellings); and social function (e.g., identity markers, humour and wordplays, and solving conflicts) (Herring, 1996, 2001, 2011), therefore, not only linguistic variables, but context-dependent elements of the language of new media.

There was a paradigm shift in the interpretation of the concept of digital discourse as researchers moved away from an exclusively linguistic approach towards a more complex direction: a communicative approach, based on three principles: discourse,

[21] See more in Article 2, Chapter 5.

multimodality and ideology (Georgakopoulou, 2006). The digital policing discourse is the digital discourse created by law enforcement units in the online space, which includes the visual and contextual elements besides the linguistic variables of communication. Its linguistic features can be researched and analysed through the discipline of applied linguistics, *netlinguistics*.

The spread of the internet use in the 1990s led to the emergence of a new communication-linguistic mode (Istók, 2018) as communicating on different platforms, sites and applications affected the linguistic behaviour (Herring, 1996, 2001, 2002; Bódi, 1998; Posteguillo, 2002; Veszelszki, 2013a, 2013b, 2017a, 2017b; Istók, 2018). As a result of this, a new field of applied linguistics appeared that Posteguillo defines as netlinguistics. Netlinguistics is based on the previous linguistic studies, but it "is a comprehensive linguistic framework that examines the effects of Internet communication on language use and language change" (Posteguillo, 2002, p. 22). According to Herring (2001), one of the other forerunners, Computer-Mediated Communication (CMC, for short) is the set of basic linguistic variables that are generated when the language of new media is created.

Since then, the different linguistic styles of computer-mediated communication have been referred to by a number of names, both nationally and internationally. Géza Balázs (2023) states that "a new quality of language use emerged (e-language)" (Balázs, 2023, p. 16). Béla Istók (2019), a Slovak linguist, refers to the diversity of the names in the title of his study when referring to the terms and aspects of the field of network communication as a kaleidoscope of netlinguistics (Istók, 2019). David Crystal (2001), a British linguist, calls it *netspeak*, referring to the medium, but the terms *netlish* and *weblish* appear among the terms, referring to the close connection between English language and internet use. In Hungary, Zoltán Bódi (1998) calls *CMC* a *written-spoken language* (1998, p. 186), Géza Balázs *new spoken language* (2003, p. 145), while Nikolett Ágnes Érsok (2003) uses the term *virtual literacy*, highlighting the increased importance of the visual elements of online interfaces (Veszelszki, 2016). Ágnes Veszelszki (2010), a Hungarian linguist and new media researcher introduced the term digilect to describe computer-mediated communication as "a way of using language, a new variety of language" (Veszelszki, 2017, p. 36). The main characteristics of digilect are the influence of spoken language

on written texts, the influence of English language, phonetic writing, the use of abbreviations, emoticons, the emergence of new words and collocations, and, together with these variables, the relatively rapid transition of grammatical changes, the enhanced role of visualisation and phonetic writing (Veszelszki, 2017a, 2017b). According to Veszelszki, "depending on the focus, digilect can be considered a sociolect, a mediolect, or even a stylistic layer" (Veszelszki, 2013, p. 436). Istók and Szerdi introduced the concept of minimalect in 2016. Istók sees the importance of the changes of online language "in the minimalist tendency (e.g., abbreviations, hashtags, links, reaction buttons, the "cleaned-up" interfaces of web pages), and therefore he uses the term *minimalect* to describe the new digital language variant" (Istók, 2019, p. 89).

Nowadays, the term *computer-mediated communication* (CMC) is replaced by the term *computer-mediated discourse* (CMD) (Márku, 2015). According to Márku (2015) "the starting point of more and more research is the perspective of sociolinguistics and discourse analysis, aiming at demythologizing the alleged homogeneity of CMC" (Márku, 2015, p. 76–77). "The aim is to highlight the social diversity of language use on the internet, shifting the focus from the general descriptions to a multifaceted mapping of the linguistic practices of different groups (communities of practice)" (Márku, 2015, p. 76–77).

Policing digilect is the author's term, referring to Ágnes Veszelszki (2010, 2013, 2017a, 2017b), whose word digilect is her technical term. Policing digilect is a language variant used by law enforcement units on social networking sites in the online sphere, having special quantitative and qualitative features, furthermore a conscious communication practice, a more informal stylistic layer to gain the trust of the public that contains humour and metaphors as tools for engagement (see Chapter 6).

Discourse analysis is a subfield of pragmatics that focuses on and applies the results of cognitive linguistics and cognitive psychology (Jakusné, 2020, p. 462). There are four well-known types of discourse analysis (Jakusné, 2023): 1. a rhetorical analysis 2. critical discourse analysis, 3. narrative analysis and 4. conversation analysis, however the articles included are observed by only type 1 and 2. Rhetorical discourse analysis of the text includes the word choice. One of the first phrases that

the author of the article remembers when initially dealing with digital communication was *horrorkaraván* in Hungarian. Later, she became familiar with the fact that this word is a *realia*. The definition of *realia* is a generic term for objects that refer to a culture, language community, and unknown to another culture (Klaudy, 1997). Dróth (2004) highlights the importance of the given culture that realia linked or rooted in, while Valló (2000) focuses on the linguistic community that has its own knowledge of this particular language and gives a specific meaning to the words in that particular context.

Furthermore, metaphors and the structure of metaphors (see *Image 1*) and metonymies (e.g., *police* vs. *family* and *blue family*, see more in Chapter 6) can also be observed by critical discourse analysis. Metaphors are important as they are not merely linguistic phenomena but a fundamental feature of the way the cognitive system works (Lakoff, 1995). Metaphors and metonymies help the followers in engagement and "offer opportunities for enhancing positive changes" (Condit & Bates, 2009, p. 115). The efficacy of using metaphors and replacing a metaphor with another one was observed in quite little research (Condit & Bates, 2009). The studies of Czarniawska-Joerges and Joerges (1988) presented how changing metaphors can result in everyday practices, and came to the conclusion that "metaphors have an instrumental use in altering perceptions of reality" (Condit & Bates, 2009, p. 115). According to Benczes and co-authors (2024), this figure of speech can be employed as an initiation of a strategic change but its power is limited to whether the metaphor can be accepted by the sender and the receiver in the communication process.

According to Jakusné (2023) critical discourse analysis represents the power structures within the society in order to identify and analyse social differences. In an offline environment, humour is not a frequently applied tool between the police and the members of the community, due to the serious and responsible nature of their work and the hierarchical structure of the organisations. Due to research results in Chapter 6, it is a more often applied and effective tool in police communication. "Recently, numerous police organisations have made a strategic decision to employ humour on social media, via memes and other comical posts, to increase community engagement" (Wood & McGovern, 2021, p. 305). This way, the particular message in the strategy elicits positive emotions, humour and meme-strategy can encourage

participation *(*Wood & McGovern, 2021), furthermore it can enhance the sense of belonging to an online community (Sólyom, 2015).

3.4. The units of the article-based dissertation

I compiled the empirical part of my dissertation from my published works. The details of the publications are as follows:

Chapter 4: Erna Uricska (2020a). Közösségi rendészet – közösségi média. Elméleti háttér és a rendészeti digilektus fogalmának bevezetése. *Magyar Rendészet*, *20(2)*, 153–168. (Ranking of the journal based on the ranking system of the Hungarian Academy of Sciences, Section of Economics and Law: B)

Chapter 5: Erna Uricska (2021). Online reputációmenedzsment a police_hu Instagram-profilján. *Belügyi Szemle*, *69(9)*, 1529–1547. (Ranking of the journal based on the ranking system of the Hungarian Academy of Sciences, Section of Sociology: A, Section of Economics and Law: B)

Chapter 6: Erna Uricska (2020c). Rendészeti közösségi oldalak a szaknyelvoktatásban. *Educatio*, *29(4)*, 653–662. (Ranking of the journal based on the ranking system of the Hungarian Academy of Sciences, Section of Sociology: A)

Chapter 7: Erna Uricska (2023). Trust is in the (linguistic) details: policing digilect as a communication practice: Applying Instagram in two Hungarian law enforcement units as a possible communication channel. *Információs Társadalom*, *23*(2), 146–162. (Ranking of the journal based on the Scimago database: Q3)

Chapter 8: Erna Uricska (2023). The Relationship between the Framing of Speeding Messages and Changes in Attitude of Generation Z Respondents. *Magyar Rendészet*, *23*(1), 249–262. (Ranking of the journal based on the ranking system of the Hungarian Academy of Sciences, Section of Economics and Law: B)

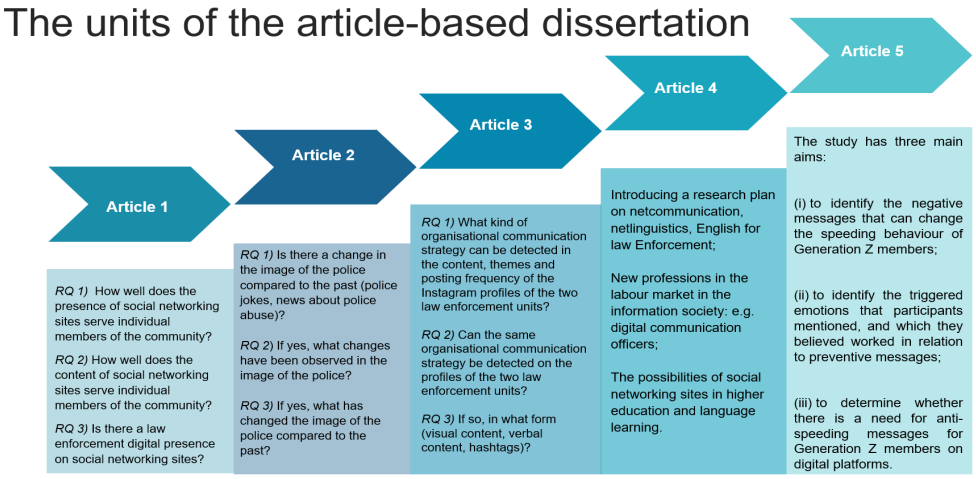


Image 4. The units of the article-based dissertation
(Source: own construction)

In the first article of my dissertation, the role of media channels, and the relation of credible information and the concept of trust are presented. The theoretical background of the research aims to explore how social media gained their popularity from the 2010s, the most influential social networking sites shown in detail and how police agencies integrated social media into their organisational communication (Image 4).

The analysis presents a comparison between the main characteristics, the activity, content creation and the intensity of the dialogues on the Facebook profiles of the London Metropolitan Police Service (abbreviated as MPS) and the Budapest Metropolitan Police Headquarters (abbreviated BRFK). The main aim of the study was to recognize the need to establish and maintain online relationship between the police and the members of the communities and introduced the name of the language variant *policing digilect* (Table 5). It is the use of language, a more informal language variant that appears on social networking sites, and includes those variables that are described in the third article of the dissertation in detail.

	Article 1	Article 2	Article 3	Article 4	Article 5
The method(s)of collecting data	content and discourse analysis	content and discourse analysis	content and discourse analysis	research plan	online questionnaire

Sample	systematic sampling 2-month long period from the Facebook-profiles of the Metropolitan Police Service and the	systematic sampling	systematic sampling	students of the Faculty of Law Enforcement at the University of Public Service / posts on social networking sites	*Speeding* **images** from three police communicatio n platforms: Instagram, Facebook, and the official website of the Hungarian police
Analysing data	manifest and latent coding		coding the characteristics of digilect and policing digilect	language teaching method: to conduct netdialogues online dialogues (among students)	framing questionnaire among Generation Z members
Main findings	proper online communicati on is able to reorganise the relationship between the police and the community there is a more informal layer of language usage style on social networking sites: *policing digilect* (tone, style, vocabulary)	the digital, verbal and visual content created on police_hu restructures the relationships among individuals, society and different organisations a more personal and informal language, a new style of policing language digital communication content will redefine the relationships and inter-relationships among individuals, society and different organisations	no coherent online organisational communication strategy in the units of the Hungarian police force, use of policing digilect as a communication practice was well received, a positive change in the image of and opinions about the police	changed learning habits of students, specialities of the digital age, the communicati on needs of digital citizens, the responsibility of the service sector and education, the research results can be read in Uricska & Suták, 2022; Dominek et al., 2023; Uricska & Vinczéné 2024 (forthcoming)	visual and verbal content framing influence emotional responses to the crime prevention message, *awareness-raising function* and can cause an attitudinal change and behavioural it is necessary to use such visual content in crime and accident prevention (81,5%) and the emotion of sadness can play a key role

Table 5. The methods and main findings
(Source: own construction based on Krátki, 2022, p. 24)

The English police agency created high-level content in the spirit of their community policing and social responsibility of the organisation. Their continuous online presence contributed greatly to support it in the 21st century. One of the main conclusions of the study was on the one hand, that the Metropolitan Police Service was already using its Facebook platform more consciously, and that the content created there contributed to the organisation's acceptance among civilians and to maintaining it through their online presence, which is essential in the 21st century. Another conclusion of the study was (already cited by Christián and Erdős, 2022) that the Hungarian police still have a lot to do in this field, but the beginnings reviewed so far provide a good basis for optimism.

In the second article of the dissertation the concept of reputation management, more precisely online reputation management was presented on the macro-level. In the macro-level,[22] the visual manifestation of organisational culture and brand building were observed and how images can be applied to increase reputation, the attractiveness of the police career, based on the repetition and frequency of the themes and the related function (Uricska, 2021).

In recent decades several experts have argued that the relationship between the police and the community is particularly determined by the quality of communication. The findings of studies carried out by Google show that 22 percent of the organisations and companies searched for themselves online in 2001. The figure was 56% in 2013, so it can be assumed that this proportion will be even higher in 2021. Thus, it is no wonder that in the digital age a new concept, an essential professional and social skill is emerging – *online reputation management*. It is not indifferent what type of digital footprint has been left behind in online space, and it is not only true for citizens, but also for companies and organisations, and for the police as well, nowadays.

The aim of reputation management is to make the overall picture of the organisation well-known and influence it positively. The use of policing social networking sites is applied between the police as a service provider organisation and the members of the community, and there is a chance for sharing and getting real

[22] The terms of *macro-level* and *micro-level* were used in the article-based dissertation of Kratki (2022).

time information. As a result, policing social networking sites bear utmost importance for citizens, journalists and press officers as well. Police officers not only seek to share information but persuade the citizens to cooperate. The limited importance of textual content can be seen and in parallel, the visual content has become more important. It can be stated that the members of a community do not expect a quantitative, but a qualitative presence. Thus, it is the number and quality of comments that reveal how deeply users have been involved in the topic and its imagery content. This study deals with the Instagram profile of the Hungarian Police (police_hu) between July 3, 2019 and July 3, 2020. Applying the method of discourse analysis, the research characterises the most popular and most commented entries during the one-year period (Table 6). As a result, it can be said that the process taking place on the Instagram of the Hungarian Police implements a kind of brand building, which can be considered a positive example of police communication, while the characteristics of *policing digilect* can be well observed and analysed.

The research questions focused on assessing the image of police. The image was operationalised and measured through reactions and engagement as "police communication facilitates police action; it is a part of the culture of action. It can create a positive police image" (Pokróczos, 2019, p. 124).

In the micro-level, content analysis was employed. According to Babbie's definition in *The Practice of Social Science Research*, it is "is nothing more than the study of recorded human communications" (Babbie, 2001, p. 352). The observed variables of the entries were as follows:

– the topic of the entry (e.g., its promoting police professional, recruitment, broadcasting information, accident or crime prevention purposes, entertainment);

– the number and quality of the comments to the posts;

– the number of ideal (non-normative) comments;

– and the number of the body's own comments.

The most popular posts topic	Date	Reactions	Engagement (comments, emoticons)	Link

Naming puppies (call-to-action post)	29 October, 2019	3600	930	https://www.instagram.com/p/B4M2XD1BPcB
Feedback to citizens about naming puppies	28 November, 2019	5600	110	https://www.instagram.com/p/B5bAZJ4h2fp
Promoting the police profession (police women)	26 February, 2020	5500	198	https://www.instagram.com/p/B9CxjKnhXDF
Police women	18 January, 2020	7300	100	https://www.instagram.com/p/B7eVB47hUON
A police woman (with handcuffs)	4 April, 2020	6800	140	https://www.instagram.com/p/B-hrUG1BVTB/
Kristóf Gál, the Spokesperson of the National Police Headquarters	11 March, 2020	2200	198	https://www.instagram.com/p/B9my1sZhxCk
Kristóf Gál, the Spokesperson of the National Police Headquarters and Cecília Müller, Chief Medical Officer of Hungary (a hug after the first phase of coronavirus epidemic)	18 June, 2020	6200	135	https://www.instagram.com/p/CBlXB77AkL0/
Police cars	21 April, 2020	3400	100	https://www.instagram.com/p/B_QClUsBtZ
Police cars	6 April, 2020	2600	130	https://www.instagram.com/p/B-phZv3hiCp
A police car (Audi)	7 June, 2020	4700	120	https://www.instagram.com/p/CBJOayzh9Ff

Table 6. The most popular posts in the first year (between July 3, 2019 [the launch of the profile] and July 3, 2020) of police_hu (Source: own construction)

In the third article, the use of social network sites by law enforcement agencies was observed in a Hungarian setting. The use of social network sites by law enforcement agencies takes place between the police as a service provider and the members of the public. Site administrators need to find a communication style that is understandable to the broadest audience. In the course of the research, the entries created on the Instagram profiles of the Budapest Metropolitan Police Headquarters

(Budapesti Rendőr-főkapitányság, hereinafter: BRFK) and the Hungarian Police (Magyar Rendőrség, hereinafter: MR) were examined in two sampling periods (sampling took place in the first month of both profiles, and a year later) using the methodology of content and discourse analysis.

In the macro level of the research, the use of SNSs was observed as a part of digital organisational strategy. The content of two profiles operated by Hungarian law enforcement units on Instagram were compared to each other whether they applied the same communication strategy on the sites. What themes occurred, how often they posted. Comparison of the results has shown that there is a more casual style of gaining the trust of the population.

3.4.1 The applicability of the images in higher education

The fourth article is a short summary of the theoretical background and the research design. The project "The use of augmented reality and social networking sites in language teaching with special reference to the technical language of law enforcement" presented in this paper was awarded first place in the competition of the Scientific Council of Home Affairs entitled Online and offline teaching-learning methods in the home affairs sector entitled in 2020.

The advent of the Internet and social media inevitably has had an impact on society, changing the social and cultural processes that take place there, including communication processes. They also have a significant impact on workplaces, on the one hand, creating uncertainty how these sites have to be employed as part of their internal and external communication, and on the other hand, they raise the necessity for creating "new professional roles" (McKosker, 2017, p. 122). Therefore, digital transformation is unavoidable at future workplaces as social media platforms are infiltrating the everyday life of organisations (McKosker, 2017).

One of the main tasks of higher education is to adapt to the challenges of the labour market. As new positions have emerged nowadays, they can be filled only by those who possess appropriate digital and communication skills, and these jobs require these skills on a daily basis. The aim of the article is to present the students' actual digital and verbal communication level and the possible ways of their improvement

in ESP (English for Specific Purposes) classes. In the article, the applicability of various language teaching methods and language learning strategies, and relying on them, the main characteristics of planned empirical research that is carried out with the students of the Faculty of Law Enforcement at the University of Public Service were presented.

However, the planned research was unfulfilled in that form due to unexpected events, it was continued in other directions. The linguistic traits were observed, but I started to observe the crime prevention potentials of the visual content of Instagram and Facebook by the methodology of framing (Uricska, 2022d, 2023b).

3.4.2 The applicability of images in social responsibility of organisations

The study was a pioneering one in Hungary as no research had yet been carried out that analysed the visual effects of Hungarian police communication on social media. The observed sample was collected by systematic sampling and, using the perspective of emotions as frames, a questionnaire survey was conducted among Generation Z members to investigate the elicited emotions and their persuasive effects. The aim of the empirical research was to demonstrate that visuals created by the police might be of particular importance in crime prevention.

Given the potential for visual interventions to improve citizens' attitudes and behaviour for crime prevention purposes, digital visual communication is one of the components of policing that can provide the appropriately structured information needed for effective, modern and innovative policing. Therefore, individuals and communities can make better decisions about their own attitudes and behaviour. Effective and goal-oriented digital police communication can lead to positive changes in users' behaviour towards crime prevention and safety.

Due to the results of the study (Uricska, 2022d, 2023b), both visual and verbal message framing may influence emotional responses to crime prevention messages. The crime prevention content created by law enforcement agencies may also influence the willingness to see further messages, raise awareness, and promote attitudinal and behavioural change.

The results of the research in Article 5 prove that loss-framed images make people think about these problems and leave deeper imprints on memory that are otherwise forgotten in everyday life. Such images have an awareness-raising function and may trigger a change of attitude and behaviour in Generation Z respondents in order to avoid accidents. This has resulted in a stronger preference for risk-avoidance behaviour, and the exercise could therefore provide valuable information for public administration organisations. Preliminary results show that respondents believe that it is necessary to use visual content in crime and accident prevention (81.5%) and that the emotions may play a key role.

These findings confirm that emotional responses can provide a pathway through which messages exert persuasive influence, and by applying audience-centric strategies on social media, police communications can enhance crime prevention in the future. This study has integrated the results of a preliminary study on digital police communications with the perspective of emotions as frames, and the topic offers a number of explorable avenues for future research.

3.4.2 The applicability of videos in social responsibility of organisations

In the previous works involved, the verbal content and images shared by law enforcement agencies on Facebook and Instagram were observed. The visual content was analysed from the perspectives of brand building, online reputation and crime prevention (Uricska 2021, 2022b).

Not only images, but videos are also employed in digital police communication as since the advent of social media, visual communication has been playing a significant role. Videos can be integrated into education whether it is higher or general public education (Valintine, 2019) for crime and accident prevention purposes. Offline campaigns and initiations such as the European initiation *EUROPOL Safety Days projects* and the global initiation *Vision Zero* can be supported by the visual content of social networking sites in the online sphere to enhance the prevention purposes.

In the academic year 2022/23, research on a social problem, *distracted driving* supported by NNEP was carried out in which I observed profiles operated by law enforcement agencies on two popular social networking sites, Instagram and

Facebook. The profiles observed were expanded from the profiles operated by Hungarian law enforcement agencies to the profiles operated by the law enforcement agencies in Member States of the European Union.[23]

Distracted driving is one of the leading causes of road traffic accidents. It includes mobile phone use while driving that has risen sharply worldwide, especially among young drivers (Papadimitriou et al. 2019). *ROADPOL Operation Focus on the Road* is a coordinated pan-European enforcement action (Image 5 and 6) carried out by Traffic Police Officers from each ROADPOL member country and takes place on Europe's roads in addition to the daily national Traffic Police enforcement activities to combat distraction in road traffic.





Image 5. and **Image 6.**
ROADPOL Safety Days campaign image planned for sharing on Facebook and Instagram[24]

I aimed to analyse whether the offline campaign was represented on the profiles operated by law enforcement agencies in the online sphere, more precisely whether the employment of conscious visual content is part of the digital external organisational communication or not. The second phase of the research aimed at

[23] In the academic year 2022/23, year-long research was carried out that was supported by the ÚNKP-22-3-II. New National Excellence Program of the Ministry for Culture and Innovation from the Source of the National Research, Development and Innovation Fund. The New National Excellence Programme (ÚNKP) is a multi-thematic scholarship scheme launched in 2016. The main objective of the programme is to support excellence of Hungarian students and researchers in higher education. As a winning applicant of the programme, year-long research consisting of three phases was implemented. Due to the nature of this work as an article-based dissertation, only the main results of this year-long research have to be included.

[24] Retrieved 21 October 2023 from https://bitly.ws/3cpgK

exploring the persuasive factors of the shared videos in relation to mobile use while driving among Generation Z respondents.

My first research hypothesis was that distracted driving and mobile phone use while driving would be highlighted themes during the sampling periods (September and December 2022), mainly in September 2022 when the *ROADPOL Safety Days project Focus on the Road* was implemented in the offline environment.

2104 posts were created by the police agencies in the sampling periods, but only 21 different visuals (images or videos) contained the topic *ROADPOL* or *mobile phone use while driving*. Only 21 visuals, 16 in September and 5 in December 2022 were created altogether, such as the *campaign video* that appeared in 6 cases and translated into different languages (e.g. Image 7 and Image 8), the *ROADPOL operation* in 14 cases, 5 *images* and *statistics* once.



Image 7. The ROADPOL Safety days campaign video in Flemish (Source: Instagram. Belgian Federal Police. ROADPOL Safety days) [25]

[25] Retrieved 12 October 2023 from https://bitly.ws/WcJD



Image 8. The ROADPOL Safety days campaign video in French
(Source: Instagram. Belgian Federal Police. ROADPOL Safety days.)[26]

The research results of the first phase also suggest that the use of Instagram and Facebook is a new practice regarding conscious content creation of a campaign in the external digital organisational police communication. 18 law enforcement units out of the 27 law enforcement agencies observed in Member States of the European Union did not create any entry on *mobile phone use while driving* or *ROADPOL* operation in the sampling periods. Even Facebook, the most popular platform with the largest number of users has a lot of opportunities to be explored for accident prevention purposes. (See more Uricska 2023c, 2023d).

The research hypotheses that distracted driving and mobile phone use while driving would be highlighted themes during the *ROADPOL Safety Days project Focus on the Road* in September were not confirmed. The online content sharing practices did not harmonise with the road safety campaign and initiation carried out in the offline environment in September 2022. The social problem has not been highlighted in the online sphere, although the potential for accident prevention purposes is available through the appropriate use of social media platforms.

In the second phase of the research, the persuasive factors of videos (Image 9, Image 10 and Image 11) that presented mobile phone use while driving from different perspectives were observed among Generation Z (N=53) members.

[26] Retrieved 12 October 2023 from https://bitly.ws/WcJH



Image 9. Celebs. András Péter Kovács and Gábor Janklovics, Video No. 1.
(Source: Instagram, police_hu)[27]

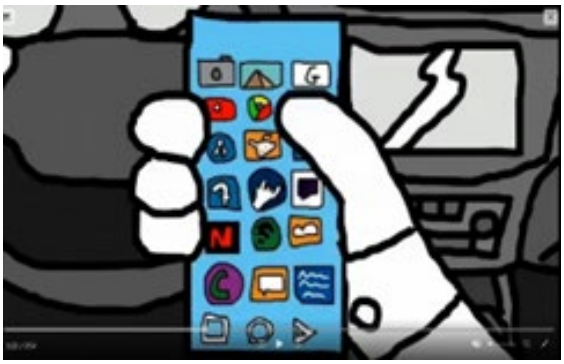


Image 10. Guardian Angel, Video No. 2.
(Source: Instagram, police_hu)[28]

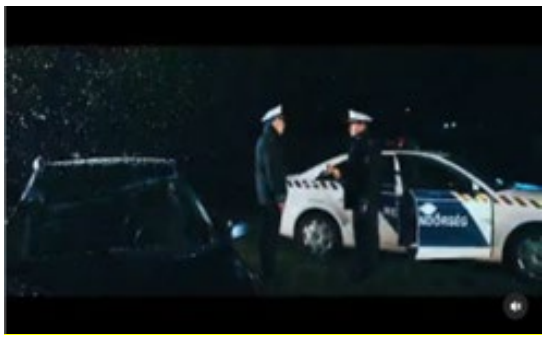


Image 11. "Silent Night", Video No. 3.
(Source: Instagram, police_hu)[29]

Generation Z members found accident-prevention content useful, 81% of the respondents (n=43) answered *yes* to the relevant question and felt that there was a

[27] Retrieved 2 October 2023 from https://bitly.ws/3cpps
[28] Retrieved 2 October 2023 from https://bitly.ws/3cppV
[29] Retrieved 2 October 2023 from https://bitly.ws/YWMW

need for sharing social advertising videos by law enforcement units (see more in Uricska 2023c).

3.5. New professions in relation to social media

The Metropolitan Police Service is one of the most prestigious and largest law enforcement agencies in the world. The organisation was established by Sir Robert Peel in 1829 who became well-known as the "Father of Modern Policing". His policing principles, and his fundamental truths are still valid nowadays (Lentz & Chaires, 2007). The central elements of these principles are the public and the cooperation with the members of the public.

Teaching English for Law Enforcement at that time, it was not a surprise when a job advertisement of a digital communications police officer position was published on the website of the Metropolitan Police Service in 2020 (Uricska, 2020). However, the whole advertisement is not attached, the relevant pieces and the crucial information are highlighted and rewritten in some places for the grammatical requirements of this work:[30]

"The Metropolitan Police Service has arguably the busiest communications function in the world, fielding thousands of media enquiries and social media mentions during the course of a year. They are on the forefront of police communications, leading the way as the largest police force in the country.

We do not just use social media to have a presence online; we use it as ***an operational tool*** *alongside frontline policing to help tackle the challenges we face in London.*

Social media is a critical component of our ***communications strategy****. We use our channels to share life-saving advice to the public in the event of a major incident and act as the definitive source for factual information during a crisis.*

You will

[30] Retrieved 7 October 2023 from https://bitly.ws/3aNHL

-help us amplify our message with the world by streaming live media appeals and statements across all our channels.

-be part of our vision to boost our visibility, increase our reach and grow our engagement levels across all our online channels – reaching new audiences and engaging existing followers.

-support over 1,000 officers managing local social media accounts by delivering our bespoke training package and providing continuous support as we develop our channels and move into new platforms.

In addition to creating your own content and campaigns based on research and insight, the role will involve helping our busy press office to re-purpose video and CCTV footage for release to the public and media to help with a range of cases."

The advertisement was unusual in a Hungarian setting in 2020, however as a teacher of English for Special Purposes, I used posts in my teaching work (Ürmösné et al., 2021). That was the time when I realised that the Metropolitan Police Service and the New York Police Department used different language and style on their Facebook platforms, creative visual content, and built the reputation of the organisation. Since 2023, there have been programs for digital organisational communication officers at universities in Hungary, however, to my knowledge, these kinds of training did not exist for would-be police practitioners either in English or in Hungarian in 2023.

There are some criticisms towards the relationship between social media platforms and digital work as they blur the lines between work-life balance, as they require digital workers 24/7. All forms of digital labour such as social communication and content production are battlefields in how the notion of work is considered (McKosker, 2017, p. 124). Training the necessary number of personnel and also lack of personnel point back to the barriers of adopting social media in the police (Dekker et al., 2020).

3.6. The ethical issues of the research

In the past two decades, early Internet ethnographies separated online and offline realities and explored individuals' interactions in online spaces as if they were observed in offline settings (Winter & Levis, 2020). In this present work, the research was conducted in the online space, but the results are interpreted in relation to the offline sphere as well, because the digital identities created in the online space might influence and shape the real identities (Voorweld, 2019). I relied on the relevant literature regarding the methods of studying online spaces.

The aim was to research and represent the digital policing subcultures in as objective a way as possible. This requires an exploration of the practices and ethics of online ethnography. Kozinetz (2010) calls netnography the researcher's participatory-observation in online spaces. Insight and observation into the participants' everyday lives are features of social media interactions (Scott-Jones & Watt, 2010). The researcher's online participation and the act of listening are key elements to the representation of the online sphere (Winter & Levis, 2020), and they can lead to proper content creation.

In practice, I anonymised the verbal content published on the communication platforms of the Hungarian Police. The names of the authors of the comments were also hidden. The articles were read by the members of the police before they were published. In the offline space, after the interviews with the experts, the experts on the transcripts of the interviews on which answers and information can be communicated to the outside world, and the public version were jointly created. The permission for carrying out these interviews is also included. The studies will also be published in consultation with the Communication Service of the Hungarian Police in the future.

4. Community policing - community sites? Theoretical background and introducing the term *policing digilect*[31]

4.1. Theoretical background of law enforcement communication

Law enforcement is one of those scientific fields that have undergone significant changes in recent years. Not only law enforcement as a whole, but its subfields, such as law enforcement communication, sociology, or even the development of professional foreign language competencies (Barnucz, 2019a) have been highlighted as well.

Media channels play an indisputable role in the credibility and accuracy of information about security risks and deficiencies in the world around us. Trust and the media seem almost incompatible. 'In international comparison, the inhabitants of the post-communist countries of Central Europe, and especially Hungary, belong to a group of highly distrustful people. […] The intergenerational and societal transmission of mistrust, the close relationship between trust and trustworthy behaviour' (Pusztai, 2018, p. 624) can also be observed.

One of the notorious examples for the loss of trust in security news was the Chernobyl disaster in 1986. Although the Soviet Union tried to withhold the fact of the tragedy, and naturally any information, the world learned about the nuclear accident the very next day. The post-explosion period resulted in 100-200,000 miscarriages and abortions in Western Europe, partly due to misinformation and partly due to fear generated by the media.[32]

The responsible authorities also failed to provide credible information on the Fukushima nuclear accident in 2011. In an article titled *Shameful Media Panic is Slowing Down*, correspondent Lewis Page penned the following sentences: "I would like to apologise on behalf of my profession for the incredible levels of fear and

[31] Közösségi rendészet – közösségi média. Elméleti háttér és a rendészeti digilektus fogalmának bevezetése. *Magyar Rendészet*, *20(2)*, 153–168.
[32] Retrieved 16 November 2019 from https://bit.ly/2v9RgAH

misinformation that came out this week. I have never been so ashamed to call myself a journalist."[33]

These examples could serve as deterrents, since there is no doubt about the role of the media in providing credible and accurate information on the well-being and sense of security of the public.

About the credibility of media, Péter Zsolt writes the following in a note for law enforcement journalists: "Journalists can easily gain a greater degree of trust, as not only the title written next to their names, but the use of language itself can govern it. Their use of language must be an unravelling of concepts, the ability to interpret more complex things, and countless other motifs may be indicative of the expert's character. If this is accompanied by some personal trust on the part of the consumer, we can already say that the influence of a specialised journalist will be stronger than that of a simple journalist and, of course, his or her responsibility will be greater." (Zsolt, 2018, p. 29) In our case, the specialised journalist mentioned in the quote can be replaced with a law enforcement expert who communicates on social media platforms on behalf of the organisation, and the above statements can be applied to him as well. Trust between law enforcement agencies and the people they protect and serve is essential to the stability of communities, the integrity of our criminal justice system, and the safe and effective delivery of policing services.

Based on Péter Zsolt's reference, it can be stated that the police, as the largest professional law enforcement organisation in Hungary, also play a huge role in building trust. The fulfilment of this requirement was even more complicated as the organisation had to cope with the disproportionate bureaucratic burden (Christián, 2010). It was essential to regulate this as there was not enough capacity to engage with the public.

According to Géza Finszter, one of the major problems was a lesson learned from the events of Autumn 2006: the Hungarian police is a completely centralised state police force based on military organisational principles. Finszter states that "the militarised and centralised structure was an obstacle for the professional development of the police, the meaningful internal division of labour, and supporting such a

[33] Retrieved 16 November 2019 from https://bit.ly/2RawSbd

professionalism that is one of the crucial guarantees for the professional performance of policing tasks" (Finszter, 2011, p. 13). Consequently, the question arises: How is it possible to develop open and credible communication and problem-solving cooperation between the police agencies and the members of the community?

In 2010 the police announced a change of culture in theory and practice in Hungary. Since then, significant changes have taken place in the professional and structural system of the organisation, for example the Communication Service of the National Police Headquarters as an independent branch of service was set up in 2013. Despite the strict hierarchical structure of the police, almost exclusively independent positions appeared in the field of communication (from the territorial organisations as well) and were directly channelled to the high commissioner of the Hungarian Police. [34]

The Communications Service of the National Police Headquarters performs the professional management tasks of the communication activities of the organisation, based on the organisational and operational rules of the National Police Headquarters and the rules of procedure of the Communications Service of the National Police Headquarters. This is in accordance with the provisions of Act XLII of 2015 on the Service Status of Professional Members of Law Enforcement Agencies, Act XXXIV of 1994 on the Police, Decree 30/2011 (IX.22.) Ministry of Interior on Police Service Regulations, furthermore, with the Statement 10/2013 (III.14.) of the Hungarian National Police Headquarters on the Order of Providing Information for Media Content Providers (Kész-Varga & Pokrócos, 2018).

The Communication Service of the National Police Headquarters provides professional guidance to the tasks of the communication bodies of the police units in the capital and the counties. Furthermore, the Communication Service communicates the official viewpoint of the police falling within its responsibility, to media content providers both orally and in writing (Molnár, 2018). The Communication Service is also the responsible body for, and the administrator of the news and information that

[34] Statement 10/2013 of the Hungarian National Police Headquarters on Information Arrangements for Providers of Media Content

are published on the police website, and social networking sites such as the Facebook- page, Instagram-profile and Twitter-account.

Democracy also means the establishment of the most effective police force possible, and it also includes proper communication. Several experts (Fenyvesi, 1994; Garamvölgyi, 1998) have argued in recent decades that the relationship between the police and the community is also determined by the quality of communication. Regarding offline and online interfaces, the number of attempts is increasing where there is a real opportunity for two-way direct and open communication. One of the innovative methods is called Police Café (Gaál & Molnár, 2015; Molnár & Uricska, 2018), that has been practised in Hungary for six years in 2020, and its first research findings prove its effectiveness (Molnár, 2019b, 2019c).

Considering the police agencies in the United Kingdom, the United States and even the Netherlands, we cannot talk about fully decentralised police. In these countries keeping touch with the general public through social media is recognized as one of the most important achievements of the 21st century, furthermore it is a regular and good practice at the same time. The philosophy and practical operation of *community policing* are applied through these new media channels.

In Hungary, the primary goal is to generate credible content that reaches the population quickly and provides them with accurate and factual information. Therefore, the present study focuses mainly on outward communication of the Hungarian Police, and observes the possibility of establishing partnership through social network communication.

Besides professional operators, private individuals – both men and women – also edit the content in the online public sphere. If the starting point is the basic gender difference, it can be stated that the linguistic behaviour of women and men is different (Ürmösné, 2012), furthermore, the individuals are different resulting in that their way of thinking is also partially or completely different. It can be asked whether this gender difference can also be observed in the use of language relating to law enforcement. The question is exhaustively addressed by Tolnainé (2010) in the chapter on sociolinguistic research in her doctoral thesis. The researcher comes to the conclusion that "the activities requiring hard physical force that were appropriate for

male police officers have been replaced by a crime-preventive attitude that builds closer relationships with citizens, and increases the importance of female police officers. The fact is partly explained by their better communication skills" (Tolnainé, 2010, p. 162).

Research findings on gender-differentiated language use suggest that it is likely that a particular piece of information elicits different reactions from the members of the two genders, and as a result of it, they react differently to a post following an event. It is worth observing this aspect in future empirical research.

The other aspect that is important to analyse is that, similarly to the real world, there are opinion leaders (influencers) on social networking sites who can manipulate the other users. The operators of the social networking sites have to pay attention to their negative attitude and learn how to respond appropriately. The research also extends to the presence of influencers in police communication on social networking sites and the manner they might influence the image of the police.

The purpose of communication by law enforcement agencies in social media is partly the same, but the style is fundamentally different from their traditional messages, in which the primary aim is to inform the general public in an objective manner. Online community interfaces are different in the manner of communication, as social media platforms intend to provide information for the communities. In this case, the news of law enforcement agencies is not aimed at a specific target group, like in the areas of commerce and sales, but the police want to reach every member of the community with their messages. In fact, they need to find a style that is clear and comprehensible to the widest audience possible. Their aim is to create an image of a loving and trusted police officer, and a police agency image in the minds of the members of the public.

Obviously, the best way would be if the organisation itself were open to the community and to the problems of its members. If the phrase "building trust" is mentioned, as the word "building" suggests, it is not a month-, or two-month long project but rather a long and carefully planned procedure. According to Andrea Kozáry (2019) "when law enforcement research began in the 1960s, more and more experts realised that the police could only function properly if there were a trusting

relationship within the police and all groups of the community. The community has to accept the police and the police have to accept the members of the community, because they can influence those issues in the commune concerned. The police are not solely responsible for maintaining safety and quality of life, consequently cooperation is required among the social actors" (Kozáry 2019, p. 203).

The real meaning of trust was interpreted in many ways. The misinterpretation of community approach might think that the community governs the work of law enforcement, but it is not really the case. Molnár and Tamási in their co-authored work (2019) explain the difference as "it is easier to carry out law enforcement tasks when local response is given to local problems. In this way, it is inevitable that there should be a direct link between the police and the civil society, and if the community assists and supports the police as a part of their daily lives. Additionally, due to their expertise, the police carry out the security-related tasks entrusted to them by the community. In this process, proper communication is an essential part" (Molnár & Tamási, 2019, p. 44).

4.2. The popularity of social media

In the first part of the study, the relationship between community policing and police communication and its theoretical background were presented. The next part of the study examines the content and the characteristics of two policing SNSs, but before this, the popularity of social networking sites is observed. By achieving this level of popularity, these sites necessarily have an impact on society as a whole, they alter social, and cultural processes, including communication processes taking place there as well. Data of *Figure 12* presents how many years it took for different media channels to reach 50 million users.

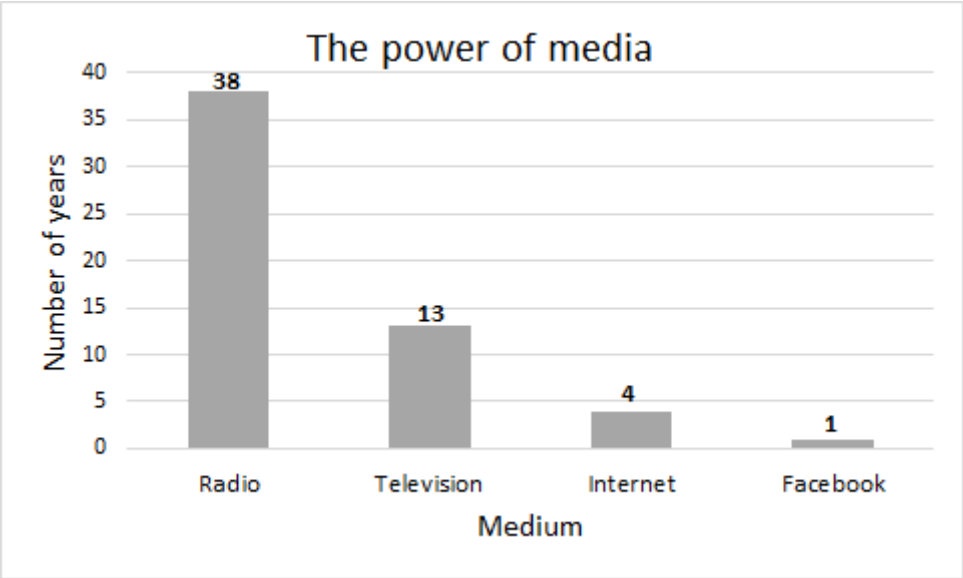


Figure 12. The power of media
(Source: own construction based on the data of Socialonomics) [35]

Nowadays, the popularity and importance of social media websites must be obvious, although the popularity of different sites is age-grouped and interoperable, since many users are active users of multiple SNSs at the same time. These sites have almost 2.96 billion users and analysts predict 3.09 billion users by 2021. In accordance with the predicted numbers, experts suggest a more increased popularity of these websites rather than their fading popularity.[36]

Data of *Figure 13* presents that social networking sites have almost 3 billion users, and analysts forecast 3.09 billion users by 2021. However, the scope of this study is to look at the age and gender proportions of these users, but we would like to look at this issue in more detail in the future. Based on the figures, the projected figures for social networking sites do not predict a downward trend, but on the contrary, a growing popularity of social networking sites. According to the data of *Figure 13*, in 2019 there will be around 2 billion 820 million users of social networking sites. The numbers of *Figure 2* predict that by 2021, there will be 270 million more users of social networking sites.

[35] Retrieved 26 May 2022 from https://bit.ly/3MTdx8N
[36] Retrieved 20 January 2020 from https://bit.ly/39Rdlni

This number implies an unrepresented mass of people (and of course, social power) that has never been experienced on any platform in human history (see *Figure 13*).

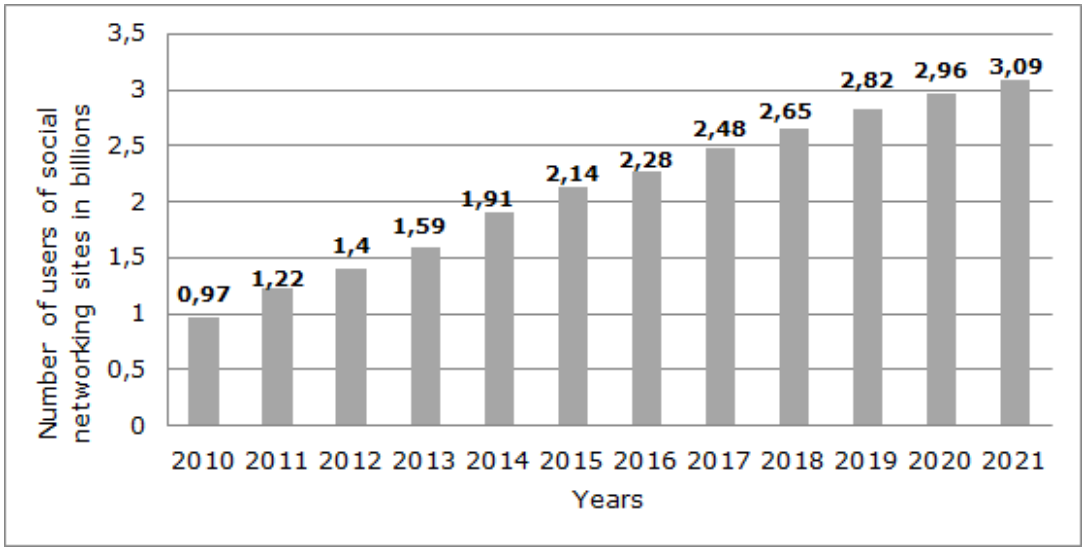


Figure 13. Number of the users of social networking sites worldwide until 2021
(Source: own construction based on the data of https://bit.ly/2RjaoVF)

The other necessary background data to complete this study was to find out about the number of the active users of the most popular community websites. In 2019, Facebook was still the most popular SNS worldwide.[37] Its active user population is about 2.375 billion, which means that almost every third person in the world uses this platform on a regular basis.

According to Nordby (2006), interactive communication is a type of communication mediated by digital technologies. Several researchers tried to examine and analyse the special language of interactive communication and they called this new language variant in different names, e.g., netspeak (Crystal, 2003), virtual literacy (Érsok, 2003), secondary writing (Balázs, 2007). Agnes Veszelszki (2011), a Hungarian new-media researcher and linguist called this new language variant as digilect, as it is the lect of different text genres in digital communication. The researcher collected the special traits of interactive or computer-mediated communication (abbreviated as CMC). For the reasons set out above, our sample

[37] Retrieved 20 January 2020 from https://bit.ly/2QyXVwu

selection focuses on the content, the frequency and the structural features of the posts of two policing SNSs on Facebook.

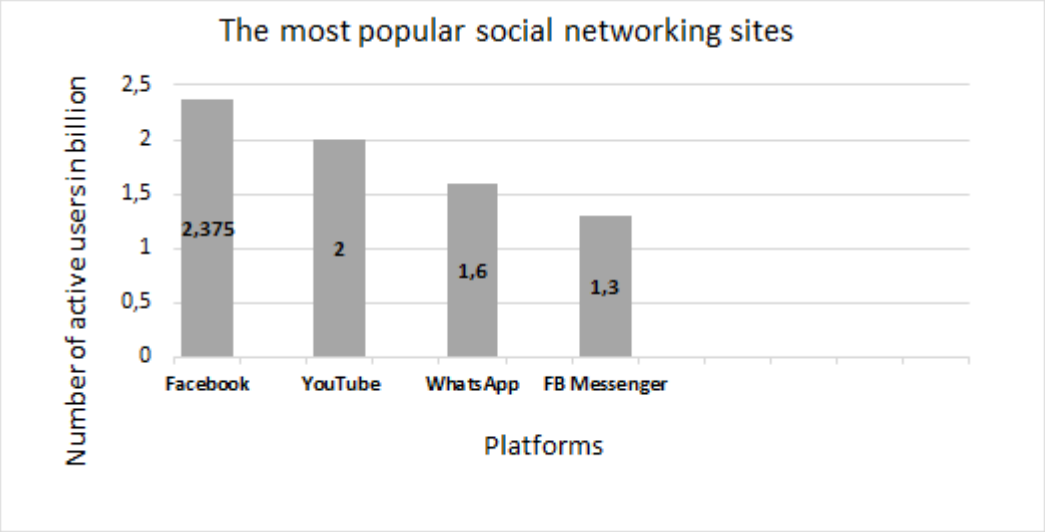


Figure 14. The most popular social networking sites (in July 2019)
(Source: own construction, https://bit.ly/2QyXVwu**)**

4.3. Research questions and hypotheses

In order to complete the research, the following questions were formulated:

(RQ1) How much does the appearance of SNSs serve the members of the community?

(RQ2) How much does the content of SNSs serve the members of the community?

(RQ3) Is there a *policing digilect* on SNSs?[38]

The hypotheses related to the research questions are as follows:

[38]*Policing digilect* is the author's concept, referring to Veszelszki (2011), whose independent term is *digilect* (In: Veszelszki, Á. [2011]: The Impact of Infocommunication Technology on Language. PhD thesis, Budapest, manuscript)

During our research three hypotheses were tested based on the research of Balázs (2007) and Veszelszki (2013, 2017).

(H1) Digital culture is transforming the relationships of individuals, societies, and organisations, including their communication processes with incredible rapidity.

(H2) Utilising the instant or immediate response capabilities, law enforcement organisations deliberately use the content of these sites to reach the members of the community as quickly as possible. By doing so, they are about to inform them, prevent emergencies and raise other local issues affecting the life of the community.

(H3) There is a more informal language variant on SNSs, the policing digilect, its style is closer to verbalism, and its characteristics form a separate language variety after a time.

4.4. Sample selection – the presentation of the research

In this part of the study, the research methods are presented. Primarily, the method of content analysis was applied to complete the research, as "content analysis is simply the study of recorded human communication" (Babbie, 2001, p. 352). The sources for content analysis can be books, magazines, websites, songs, paintings, email messages, internet advertisements, laws, etc. In this present case, in the first phase of the sample selection, the Facebook page of a foreign law enforcement organisation, London's Metropolitan Police Service and a Hungarian law enforcement organisation, the Budapest Police Information Portal were examined.

The method has proven to be particularly suitable for the analyses of the frequency and quality of the information shared and for examining "who says what, to whom, why, how, and what effect" (Babbie, 2001, p. 352). To successfully carry out the research, it was necessary to decide what was the best way to design an appropriate sampling. During the survey, the population for the sample design was defined, i.e., law enforcement social networking sites of the capitals in two target countries

(Hungary and England, UK) were analysed over a period of nearly two months (N = 116 entries). During this period, the activities, the contents of the posts, and the willingness to contact these law enforcement networking sites were analysed. The frequency of the entries, the content of the entries and the interactivity associated with them were also examined through over a hundred entries.

Systematic sampling was used to analyse these units. There are two possible ways of analysing content: when encoding the (1) manifest (surface) content or (2) the latent content of a message that "encodes its underlying meaning" (Babbie, 2001). In our research, both methods were used; in addition to content analysis, we also presented latent content analysis, in which the underlying meanings of the communications became more comprehensible.

Taking advantage of the opportunities provided by the SNSs, law enforcement organisations have appeared on these platforms and are looking for a more direct relationship with members of society and their organisations. The research observes and analyses the Facebook pages of the Budapest Police Headquarters (BRFK) and the Metropolitan Police Service (MET) between 20 December 2018 and 20 February 2019.

4.5. The presence of the Hungarian Police on a social networking site (SNS)

On the site called Crime Prevention of the Budapest Police Headquarters (abbreviated as BRFK Bűnmegelőzés in Hungarian) no post has appeared since January 20, 2012.[39] It can be said that the Information Portal[40] of the Budapest Police Headquarters was more active during the examined period (Table 1). According to the information on the site, it was created in 2014, and the agency has 53 thousand followers. As a contact, a central, landline phone number was given, but the national emergency telephone number has not been added. There is no information about the date of the establishment of the agency and its leader.

[39] Retrieved 25 December, 2019 from https://bit.ly/2QvRudF
[40] Retrieved 25 December, 2019 from https://bit.ly/2tAwOs2

In the sampling period, 46 entries were posted, although the platform does not have the features of SNSs in terms of content or activity. In many cases, the entries consist of only a single photo and an adjacent short line, e.g., *Job advertisement*. In more than 20 cases, neither a title nor a description can be found next to the shared images. Not surprisingly, no comments were received to the shared images.[41] Most of the posts are about *Waiting for Santa Claus* (17 entries). A series of photos about the event of *Waiting for Santa Claus* can be found here organised by the Department of Crime Prevention, but without any description, therefore no comments arrived to the images. Among the entries there were 6 entries in which the police asked for help or thanked the members of the public for their effective contribution. There were also 6 job advertisement posts on the community site of BRFK during the sampling period. There were only 2 posts about Christmas, while private ones were not published by BRFK.

In one of the Christmas posts, a friendly greeting was initially followed by a series of similar wishes in the comments. This was followed by a post of gratitude from the public, which, strange as it may seem, triggered a negative trend, and the comments turned into political and anti-power propaganda. The remarks of commentators were not primarily directed against the police personnel performing the service, but against the leaders in the higher circles. At the time of the sampling, the post ended with a comment "Shame on you! [Shoo.] You're the shills of power!" Since then, the post remained there, but the user (the administrator) has deleted all comments but a positive one. Agreeing with the user, the decision was the right one, as in such cases. Reading the opinions and comments of anonymous "whipping boys", other users or possibly the editor of the news can lose patience. Calmness and a factual understanding of the situation are required in similar situations. This is particularly important in those cases where the user posts a negative, or at least a thought-provoking comment. If a negative, destructive criticism is not properly treated by the operator of the organisation, it can undermine the image of the organisation, and give it a negative attitude whether it is an official or a non-governmental organisation. The appearance of 112, the emergency telephone number in the posts is definitely a cultural feature.

[41] The main features of effective entries will be described in a following study of the author.

Based on the sampling period, it can be stated that the activity of the Hungarian police on the Facebook site was very low, there was little update, and there was no interactivity among the users. The agency has already recognised the need for the presence in social media, but has not yet developed and implemented a well-functioning strategy.

It is important to mention that with the launch of the Facebook site, *Become a Police Officer!* on October 11, 2019, the Hungarian police increasingly kept seeking to maintain a continuous online presence and connect with the public on the Facebook community site. In addition, the Instagram site (police.hu) launched by the Hungarian Police on July 3, 2019 also has more than 43 thousand followers, but the presentation of these pages, the analysis of their content and language register will be a subject of a next study.

4.6. The presence of the Metropolitan Police Service on a social networking site (SNS)

The other SNS of our analysis was the Facebook profile [42] of the London Metropolitan Police Service. The home page of the organisation provides key information, such as its establishment in 1829, some contact information, including 101 and emergency number 999. The site was created in 2011 and it has approximately 230 thousand followers. When examining the MET community site during the sampling period, we found that 70 entries were generated during the two-month period (Uricska, 2020a). The most common topics in the entries were Christmas (12 posts) and celebrating MET members in recognition of their decades of work in the police service (10 posts). A consequence of the appearance of the social network is that the boundaries between private and professional life are increasingly being blurred. This may explain the fact that we could even find an entry about a marriage proposal and Valentine's Day.

Being a law enforcement community site, the number of crime prevention posts was higher, but there was also some law enforcement news communicated to the

[42] Retrieved 20 February 2020 from https://bit.ly/30201be

community members in a simple, factual and casual manner, but using proper law enforcement terminology. Vocabulary also reflects current issues of our time, as we can also read about drone security threats and counter terrorism awareness. We also found a *terminus technicus* (technical term) that is not used in our culture, e.g., *female genital mutilation*, abbreviated as FGM. Not only is there a different cultural explanation for this, but also an intercultural one. In addition to the visible content, the entry contains a latent reference to the nationality of the offender. It can be assumed that the members of the population in London include those who brought these customs from their original culture, as the terms of *witchcraft* and *nailed beef tongue* were also in the same entry.

The MET are well aware of their corporate social responsibility (abbreviated as CSR): during the sampling period, they launched campaigns to help cancer patients, sick children and the homeless. Entries include requests for help from the general public for those who are in need, and there are some entries thanking the public for their effective involvement. In a Christmas greeting, they report the results of their Christmas charity campaign [43] and they also informed members of the public that 19 thousand gifts and 29 thousand pounds had been collected and were presented to children in need or to victims of crime.[44] The site is visually active and social both in its content and style, and partnership and an effective communication strategy can be experienced between the police and the members of the community.

According to Domján (2010), sharing too much content in social media can be bothersome and dangerous as it can simply be unprocessed and burdensome for citizens. On the other hand, taking the law enforcement activities of the police into account, crime news can create an unnecessary sense of danger. When it was asked how many posts are optimal for the community on the organisation on a weekly basis, the results of the questionnaire showed that it is worth sharing only 3-5 posts a week (Domján, 2010). Observing the posting frequency on the sites, the BRFK proved to be a more conscious user in this respect, as the organisation shared an average of 4–

[43] It should be noted that campaign news on fundraising and distribution to the needy have been a significant part of the communication of the Hungarian police on the community pages during the time of manuscript production (April, 2020), but not in the sampling period. Retrieved 11 January 2020 from https://bit.ly/2se9m3j and https://bit.ly/2NcZ9v9

[44] Retrieved 16 February 2019 from https://bit.ly/37N44uQ

5 posts per week, while the MET 8 posts per week. It should be mentioned that gaining attention has become one of the key elements of the online sphere (Török, 2019). So, if there is no current news in the life of the community, then it is worth raising a topic that fits in the interest of the target audience.

Units of analysis	**Metropolitan Police Service (MET)**	**Budapesti Rendőr-főkapitányság (BRFK)**
sampling period	20 Dec 2018 – 20 Febr 2019	20 Dec 2018 – 20 Febr 2019
total number of entries (N)	**70**	**46**
Law enforcement content (n)		
Crime prevention	5	4
Accident	2	0
Fight against crime	2	0
Holidays (n)		
Santa Claus	-	17
Christmas	12	2
Proposal	1	-
Valentine's Day	1	-
Total	14 (10 without text)	
Others (n)		
The history of the organisation	2	-
Recognition of service relationship	10	-
Contact with the civilian population	3	6 (without text))
Charity event (e.g. fight against cancer, a sick child)	3	
Job advertisement	0	6
Emergency number 112		3
Total	15	15 (6 without text)

Table 7. The sample from the two law enforcement profiles on Facebook (entries)
(Source: own construction, N=116)

4.7. Validation of hypotheses

After data analyses, and in response to our hypotheses in the beginning of the study, it can be stated that our first hypothesis was confirmed, according to which digital culture is reorganising the relationships, relations and communication processes of individuals, society and different organisations (Balázs, 2007). It can be established that there is a deliberate use of the Facebook site of the Metropolitan Police Service for dialogues towards the members of the community, the agency clearly recognised its importance, and fulfils it on this media channel to a high standard. At the same time of the sampling period, there has not been a specific strategy for the Budapest Police Headquarters yet, bilateral and partnership communication have not been implemented in the sampling period.

In addition, we have assumed that police organisations use these community sites to reach the public directly, inform them and prevent emergencies by utilising their immediate response potential. The sampling period was also during Advent, the entries concentrated on the holidays, so the content of the pages could be beneficial for the individual members of the community. However, the proof of the first part of the hypothesis requires further investigation in a more casual period and requires a similar period of observation. Thus, we can conclude that our second hypothesis has only partially been proved.

The third hypothesis that there is a more informal layer of language usage style on social networking sites was proven by the tone and vocabulary of the examined entries, because the continuous development of new communication technologies influences verbality as well as written language has an impact on oral transmission and literacy.[45] There are various names for this linguistic layer of style such as *secondary literacy* (Balázs, 2007), *digilect* (Veszelszki, 2001), thus the term *policing digilect* can be introduced to describe the language variety used in policing SNSs. in the online sphere.

4.8. Conclusions

[45] Retrieved 25 December 2019 from https://bit.ly/2TeuiT4

The main indicators of effectiveness are the number of people reached by the organisation directly, and the intensity of the dialogues. Several posts cannot be expected from law enforcement organisations on SNSs on a daily basis. The purpose of our research was to recognize the growing need to establish and maintain online relationships between the police and the members of the communities. The MET, in the spirit of their community policing philosophy and corporate social responsibility, make the most out of the opportunities offered by community sites. We do not claim that this is the only reason for the acceptance of the organisation among civilians, but it is true that their vital online presence contributes greatly to support it in the 21st century. The Hungarian police still have room for improvement in this area, but the beginnings reviewed so far have provided a good basis for trust.

At the same time, citizens and organisations moving on online platforms in the digital society and culture need to learn how to use and utilise the strategic potential (Barnucz, 2019b, Barnucz 2019c) of these platforms. Thus, the development of these skills and abilities must increasingly be reflected in the content of education, both in public education and in higher education (Molnár & Uricska, 2019), including teaching foreign languages as well (Barnucz, 2019b).

5. Online reputation management on the Instagram profile of police_hu[46]

"Trust comes on foot and goes on horseback"

(Andrea Kozáry)

5.1. Theoretical background

Social media sites are widely used as communication platforms in different areas of life, such as commerce, tourism and education, and people spend hours every day using these applications, interacting with each other and browsing for the latest news (Heravi & Harrower 2016). These interfaces are essential as they offer the possibility to share and obtain information in real time, making them central not only to inform the public, but also for journalists and press officers.

In recent years, studies and research have been investigating the role and potential of social networking sites, their beneficial and harmful effects (boyd & Ellison, 2007; Hall 2019), and a similar process can be witnessed in Hungary as these sites are used in several areas of life (e.g., marketing, education) (Vályi, 2007; Barnucz & Uricska 2020). In many states of the United States, Finland and even in neighbouring Slovakia, law enforcement agencies use these sites on a daily and conscious basis to reach the members of the community (Uricska, 2020a). Although Hungarian law enforcement organisations have not fully exploited the potential of these sites yet, the current results are encouraging (Uricska, 2020b).

In fact, a real paradigm shift is required in this area in Hungary, but the ongoing reform of the organisation's communication strategy should not have to consist of a single campaign, a single decision and a single action, but gradual and continuous changes have to be implemented (Farkas et al. 2020a; Farkas et al., 2020b). As a consequence, the police can adapt to the expectations of the members of the ever-changing society (Molnár 2018, Farkas & Horváth, 2020). The fundamental issue of police reform is also the relationship between the individual and the existing powers,

[46] Online reputációmenedzsment a police_hu Instagram-profilján. *Belügyi Szemle*, *69(9)*, 1529–1547.

and in this context the quality of communication between the two parties is crucial, as described in detail by a Hungarian law enforcement expert (Less, 2015) and by a Hungarian and an international law enforcement communication expert (Molnár, 2018; Colbran, 2020).

With the emergence of information society, digital transformation is not a matter of choice, but an inevitable phenomenon that everyone must prepare for. The foresight of the legislative intent is reflected of the Government Decision[47] stating that no one can compete in the 21st century with 20th-century knowledge. The areas of intervention and transformation are no longer only in the fields of public education, higher education and adult learning, including law enforcement training (Borszéki, 2019), but they also affect the employment world (Pirzada & Khan, 2013; Barnucz & Uricska, 2021). The importance and the necessity of digital competences are underlined by the unexpected fact that from March 2021, Hungary has been officially infected with the coronavirus for about a year, and due to the pandemic situation, students in public and higher education studied at home, and adult workers also performed their tasks digitally, working from home.

It is not an exaggeration to state that the Hungarian Police – compared to law enforcement agencies abroad – have appeared on social media platforms relatively late: the police have had a Twitter account since 2016, the page called police_hu was launched on Instagram on 3 July, 2019, and the organisation' Facebook page started its operation in 22 April, 2020. The later appearance on social media may explain why the Hungarian police have not yet fully exploited the potential of these forums.

The communication of police personnel is regulated by the *Decree of the Ministry of the Interior No. 30/2011 (IX. 22.) on the Police Service Regulations*. *Section No. 73 "Public appearance of the police officer"* sets out the framework for the public appearance of the police officer. This is a legal provision, and its violation may go beyond insubordination.

The other public law regulating the use of social networking sites was adopted in 2019 with the Statement 41/2019 (XII. 13.) of the Hungarian National Police

[47] Government Decision No. 1536/2016 (X. 13.) on the Digital Transformation of the Public Education, Vocational Education and Training, Higher Education and Adult Education Systems and on Hungary's Digital Education Strategy

Headquarters on the use of social media and the Internet by the police. According to *Section 37* of the standard, "when expressing an opinion in social media as a private person, an employee who is a member of the Police staff shall respect the reputation and organisational interests of the Police." However, before the instruction came into force, it had already become common practice to undermine trust in the organisation publicly without any consequences, as there was no official resolution on this. Complementing the legal framework with other legal instruments to regulate organisations was essential, as the information that is published online about individuals and organisations and its impact on digital identity make a vital difference (Beduschi, 2019).

The findings of studies carried out by Google [48] show that 22 percent of organisations and companies searched for themselves online in 2001, the phenomenon is referred to as ego surfing or vanity surfing (Yonetani et al., 2018). The amount of checking personal or organisational presence in the online sphere was 56% in 2013, and based on this data, it can be assumed that this proportion is higher in 2021. Nowadays, in order to explore business opportunities, to build and consolidate business relationships, or even to look for a job, it is common from both the employee and employer side to check the digital footprint of an individual, an organisation or a company on multiple online platforms (Micheli et al., 2018). The need for online reputation management is increasing, where individuals, public figures and even companies want to control their digital footprint. Although this is still a relatively young business and research area, a growing number of companies and experts (McDermott, 2018; Micheli et al., 2018) are addressing this field.

Online reputation management emerged from the field of Public Relations (hereinafter: PR) in the 2000s with the increasing and continuous expansion of the internet and social media. The aim of the online process is, on the one hand, to establish continuous contact, communication or communication strategy with the customers and the interested parties (Stenger 2014); on the other hand, to influence the digital identity mentioned above. As discussed by Molnár (2018), "a strategy is a comprehensive concept that defines long-term goals, lines of action and tasks that can be an effective tool for achieving organisational goals" (Molnár, 2018, p. 11).

[48] Google survey. Retrieved 25 February 2021 from https://bit.ly/39rG8Rz

The aim of the strategy can be to promote either individual reputation or the digital reputation of an organisation.

In light of this, the content of the communication strategy is usually written intentions of the leader or the management, and a long-, medium- or short-term concept can be formulated (Molnár, 2018). The strategy is aimed to enhance individual reputation or the digital reputation of an organisation.

Online reputation management can play a preventive, stabilising or even restorative role, which is mainly about producing positive information and disseminating it through the right channels. In general, online PR involves the publication of information and articles about organisations and individuals that try to portray them in a favourable light. While their short-term impact is typically positive, their long-term impact is difficult to measure. The most typical drawback is that such an appearance can cost hundreds of thousands or even millions of forints. Once the life cycle of an article is over, the fact is that few people will find and read it.

Social networking sites exploded into this process and entirely transformed the world of media, because the organisations are directly represented on these sites, and communication professionals try to influence online presence in a positive direction (Markos-Kujbus & Gáti, 2012). The objective of reputation management is not just about marketing and online PR, and it is by no means a single activity. It is a more complex issue. The short-term result of employing social networking sites by law enforcement agencies may be that the service provider nature of the police is coming to the fore in these communication channels.

Whether it is Facebook, Instagram or Twitter, the members of the organisation communicate with the members of the public in an informal manner. Of course, not every member of the organisation can or will communicate in this manner. Therefore, it is also relevant that would-be operators of such platforms should be prepared for the tasks related to the profession. Molnár and Tamási (2019) draw a conclusion at the end of their study that training is paramount in the field of law enforcement: “Hungarian would-be police practitioners receive excellent theoretical education from their secondary school studies until the end of their university studies. They are familiar with the legislation and, in the best case, also with the masterstrokes of their

profession, however, even the best training can lead to failures because of miscommunication" (Molnár & Tamási, 2019, p. 56).

There is a significant change on Instagram, namely that the importance of textual content has noticeably declined, while visuals have become more powerful. This is not a coincidence as the medium of communication also influences the content to be communicated (Benczik, 2010). And on social networking sites, visuality is the main focus.

The name of an interface is not accidental. Instagram is a portmanteau of two English words *instant camera* and *telegram*, so presumably the message of the name has an impact on the style and content posted on the site. Accordingly, the visual and textual elements exist together on Instagram. Posts that are accompanied by a video and photos are popular. In fact, videos in which a famous person[49] or a *celeb* (e.g., an actor,[50] singer, priest[51]) lend their name to the work of the police and are much more popular, as are images that are considered almost artistic and contain a latent reference in addition to the overt, explicit content, possibly with the user himself telling a story via the image (see research results). It can be said that the public expects a qualitative rather than necessarily quantitative presence on the web from the organisation (Uricska, 2020b).

5.2. Research questions and hypotheses

The purpose of this study is to present the verbal and visual content of the Instagram profile of the Hungarian Police in the first year, which can be considered brand building and a positive example of police communication. The profile was launched on 3 July 2019, and in its first year the administrators created a high-quality platform in terms of both visual and verbal content that only a few public administration organisations could present in early 2021. Even the Government of Hungary appeared on Instagram more than a year later, on 17 September 2020.[52] When

[49] Kristóf Gál on Instagram communication – video. Retrieved 20 March 2021 from https://bit.ly/3rszdNI
[50] Video with actor Péter Janklovics on the emergency number 112. Retrieved 20 March 2021 from https://bit.ly/3fenGiu
[51] Kristóf Gál and Father András Hodász. Retrieved 20 March 2021 from https://bit.ly/3w2fEix
[52] New measures against the epidemic. Retrieved 20 March 2021 from https://bit.ly/3hrFho8

creating interfaces, it is important to harmonise several factors in order to ensure that the information shared reaches the interested parties.

There are different methods to enhance the reputation of an organisation or a person. One is appropriate communication, whether it is offline or online. To observe the importance of digital law enforcement communication, the following research questions were examined:

(RQ1) Is there a change in the image of the police compared to the past (police jokes, news about police abuse)?

(RQ2) If yes, what changes have been observed in the image of the police?

(RQ3) If yes, what has changed the image of the police compared to the past?

In order to assign the research questions, three hypotheses were formulated and tested, based on the research of Veszelszki (2017a, 2017b) and Uricska (2020 a, 2020b):

(H1) The digital communication content created on police_hu has the potential to reorganise the relations among individuals, society and different organisations.

(H2) Taking advantage of the possibilities of immediate response, the Hungarian Police strive to reach the population directly, to build trust and partnership, thus changing the perception of the organisation in a positive direction, and this is reflected in the feedback (content of comments, emoticons).

(H3) Thanks to the high quality of the digital visual and verbal content, the quality of the police's digital discourse, and the use of the more direct style of language, the *policing digilect*, it has succeeded to change the image of the organisation in a positive direction.

5.3. Sample selection – Research design

In the study, the Hungarian Police's ten most popular posts (police_hu) created during the first year (3 July 2019 – 3 July 2020) on Instagram were analysed using the method of discourse analysis. "The point of discourse analysis is that our subjectivity can be created and expressed through language, and in fact, we are able to express our social activities, and to form power relations by language" (Carver, 2004, p. 144). The number of the sample was N=695 entries. During the sampling period (July 2019 – July 2020), the activity, the advertisements and willingness to communicate were examined through the entries. The study sample was n=10, where the units of analysis were the topic of the posts, the number of likes and the associated interactivity, as well as the number and quality of comments.

Based on the willingness of the community members to cooperate and participate in dialogue (number of comments) during the period studied, the ten most popular posts could be divided into 3+1 themes in terms of content: (1) naming puppies, (2) policewomen, and recognition of femininity in the profession, (3) photos of the police spokesperson, (4) and finally, police cars.

After the launch of the profile, it took several months to increase the number of followers who respond to posts by likes or comments. The first successful post was created in October 2019, when names should have been chosen for puppies. Whereas apparently the topic is not related to the police profession (as a matter of fact it is, as puppies become sniffer dogs), the post received a record number of comments. It is an interesting fact that five of the top ten most popular posts were created during the first wave of the coronavirus epidemic (March 2020 – June 2020), which may be due to the fact that the internet browsing habits of the users changed and they spent more time reading social media sites (Aristovnik et.al., 2020).

5.4. Research results

5.4.1 Naming puppies

The entry was created on October 29, 2019 (Figure 1). The post received 3600 likes, but the number of comments was more indicative as the call-to-action[53] post received 930 comments. This post can be regarded as a good practice, the members of the police force tried to encourage the members of the public to cooperate in naming the puppies. According to the creator of the post,[54] two important things are reflected in this post.

Firstly, it was necessary to identify and establish the right information channels with the different policing disciplines and then to find the professionals from whom the signal was received to present the story. This is how they got to the Police Education and Training Centre in Dunakeszi. On the other hand, an important principle is to engage followers in order to generate interaction that can strengthen the relationship between the police and civilians, which is one of the main goals of the Instagram profile of the Hungarian Police. The nearly 1,000 comments show that the direction is the right one, as people are receptive to the topics shared by the police when they address the followers of the page with a story which they can identify with.

[53] The term *call-to-action* (CTA) is used in the field of marketing and became a common practice with the popularity of social media. It refers to a content that targets readers, viewers or users and encourages them to take a specific action. A CTA content should be short, clear and convincing (Eisenberg, 2006; Ulics, n.d.).

[54] The information is provided by one of the administrators of the Instagram profile of the Hungarian Police. The time of the pre-interview is 10 March 2021.

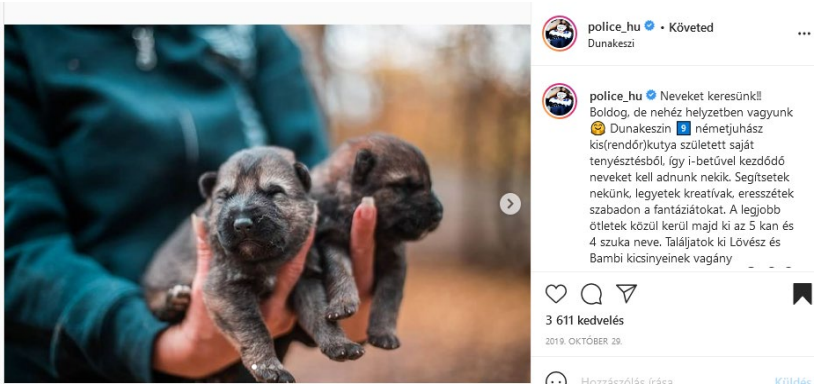


Figure 12. Naming puppies
(Source: Instagram, police_hu) [55]

5.4.2 Promoting the police profession– police women

The entry was posted on February 26, 2019, and the photo shows six young policewomen in uniforms (Figure 2). The image originally appeared in Cop Magazine, and it was requested for use and posted by the administrators of the site. The post received more than 5,500 likes and around 200 comments. The ladies are appearing with their first name and their chosen profession, clearly promoting the police profession that they define not only as a job but also as a career. The administrator compares the organisation to the closest bonds of social life as the word *family* is used as a metonymy in the text of the entry. Its fundamental aim is to strengthen the feeling of "we are a family" among the police personnel.



Image 13. Police women
(Source: Instagram, police_hu) [56]

[55] Retrieved 20 March 2021 from https://bit.ly/3qCYyEf
[56] Retrieved 20 March 2021 from https://bit.ly/3l6LXIj

The song line "[…] must be played for lifelong" refers to Tamás Hevesi's song "This must be played for lifelong". The user of the profile has linked verbal and visual communication to the world of music, and assumed that the followers know the song and where the quote comes from. According to the site administrator, the most important lesson for them was that there were a lot of trolls[57] who commented, and because of the comments, strict moderation was required. It is essential for them to stand up for their colleagues, as was the case here.

5.4.3 Kristóf Gál, the Spokesperson of the National Police Headquarters

The date of the creation of the entry is March 11, 2020, after the worldwide spread of the coronavirus and its appearance in Hungary (Figure 3). As Kristóf Gál was a member of the Operational Staff,[58] temporarily there were no posts with his appearance on Instagram, because his daily, often overwhelming performance in the Operational Staff no longer allowed him to do so. Nevertheless, the calendar he promoted was one of the most popular posts of the sampling period, based on the number of comments received. His personal fame and recognition were never in question before, and now it is indisputable.



Image 14. Kristóf Gál Kristóf, the Spokesperson of the National Police Headquarters (Source: Instagram, police_hu)[59]

The administrators of the site have tried to take advantage of the popularity of the spokesperson Kristóf Gál in the past, as they are doing now, to reach their aims with their messages. His personal popularity is coupled with a personal recognition, as can

[57] In internet slang, it refers to a person who harasses an online community with sarcastic, hurtful and off-topic comments.
[58] The Operational Staff for the Control of the Coronavirus Pandemic was established by the Government of Hungary on 31 January 2020, by Government Decision, Lex Covid.
[59] Retrieved 20 March 2021 from https://bit.ly/3bDngje

be seen from the content of the comments. In several cases, he is compared to Pál Győrfi, the spokesperson of the National Ambulance Service, and in numerous posts the civilians congratulated the organisation on being able to place a credible and socially accepted police officer as the head of the organisation's communication. This demonstrates that subjectivity (citizens' perception) and credibility (Kristóf Gál's professionalism) can be attributed to the popularity of the organisation (the police).

5.4.4 Online reputation – highlighting a comment

Regarding Figure 4, it is already proven that not only the number of likes, but also the number of comments, and even more so the quality of comments are the indicators of the degree of identification with the topic and its visual content. The picture is part of one of the most successful posts in the first year of the Instagram profile of the Hungarian Police, so the highlighted comment photo is not a coincidence.



Image 15. Police women – highlighting a comment (Source: Instagram, police_hu)[60]

A user who undertook his name and face wrote the following comment: "And I praise the intelligent and the person with a good sense of humour who writes comments on police_hu. 😊 keep it up...we can get a little closer to the human face of the police."

[60] Retrieved 20 March 2021 from https://bit.ly/3vd39QQ

The comment has two relevant pieces of information. On the one hand, reading the comment sections in the first year (3 July, 2019 – 3 July, 2020), it is clear that members of the public appreciate and praise the communication style of the operators they see on police_hu. The humour used on a daily basis is clever, intelligent and although responding correctly to specific situations would be difficult for the site's followers, or even the citizens in general, this is not the case for the site's operators.[61]

On the other hand, the results of the sampling period prove that the public is getting used to the presence of the police on this platform (similarly on Twitter that started its operation in 2016). Of course, there is no uniform opinion, since, as in all other cases, there are those who are surprised by the direct tone and style of the organisation's presence on the social networking site, compared to the authoritarian style of communication they experienced in the past. The facts confirm that the public welcomes the innovation, and it is visible in the increase in the number and quality of comments.

The official and formal style, the excessive use of legal and technical terminology, and the complexity of jargon still characterise the Hungarian police communications, however and it was resented in the early 2000s by a communications expert who has been teaching would-be police practitioners and has been a proofreader of the official language of written police documents for decades. According to the communications expert, Molnár (2002),

"…despite all efforts at clarity, sentence structure is characterised by complexity, cumbersomeness, voluminousness, even verbosity. This is reflected in the unnecessarily long, multiply complex, or even infinitely extended sentences; in adjectival structures with multiple adjectives; in the use of lengthy expressions and word structures instead of simple words; in the use of formal conjunctions and pronouns; in the predominance of pronouns over verb structures, etc." [...] in the communication style of the police. „The strong presence of the formal style in law enforcement is one of the most common and serious inaccuracies of it. It is when the characteristics of the official style are transmitted, or in more obvious terms, imposed

[61] The names of Edina Tünde Simon, Police First Lieutenant and Tamás Boross, law enforcement official should be mentioned within the administrators of the Instagram profile of the Hungarian Police, however the entire content of the profile is the result of many people' work.

into the everyday use of language of the individual in all its segments (word structure, sentence construction, word choice, manners). In other words, unfortunately, the official style, or more precisely "officialism" is contagious for those who use it every day. This can only be guarded against consciously and deliberately." It is when the traits of official style are transmitted, or in more obvious terms, imposed, into the everyday use of language by the individual, in all its segments (word structure, sentence construction, word choice, manners). In other words, unfortunately, the official style, or more precisely "officialism", is infectious for those who use it every day. A person can only fight against it consciously and deliberately" (Molnár, 2002, p. 242).

It does not alter the fact, but rather confirms it that the members of the public welcome the innovation, and it is visible and can be measured in the increase in the number and quality of the comments.

5.5. Validation of hypotheses

The first hypothesis that the digital, verbal and visual content created on police_hu restructures the relationships among individuals, society and different organisations has been proven. This is evidenced by the fact that there is a kind of a kind of rearrangement, due to the communication practice of the Hungarian Police on Instagram and it resulted in a positive change in the image and opinion of the police, based on the data of the online platform observed and analysed. By the conscious use of the site, the police organisation recognised the need for dialogue among the members of the public, at least those who have online access, Instagram accounts, and are curious about, or even follow the police on this platform.

The analysis of communication strategy was not a part of this study, but bilateral, partner communication with the target group was fully implemented during the sampling period. In other words, thanks to the high quality of the digital communication processes in law enforcement, not only the relations between different organisations (in this case the Hungarian Police), but also between individuals and a relatively well-defined layer of society seem to be reorganising. In the course of the future, research can be performed on how proper and regular

partnership communications between the organisation and the followers of police_hu (could influence) influences public safety, and the impacts can also be measured. Although, in relation to the Police Café technique (Molnár & Uricska, 2018), Molnár and Tamási also stated that "the method is also an excellent preventive tool, as regular and systematic dialogue between civilians and law enforcement professionals can result that fewer problems occur" *(*Molnár & Tamási, 2019, p. 54).

The second hypothesis was that taking advantage of the possibilities of immediate response, the Hungarian Police strive to reach the population directly, to build trust and partnership, thus changing the perception of the organisation in a positive direction, and this is reflected in the feedback (content of comments, emoticons). The second part of the hypothesis can be confirmed by hundreds of comments, however it has to be added that they are required to be in line with the moderation policy of police_hu. [62] Furthermore, an average citizen or a researcher cannot see the moderated (removed) comments on Instagram, however, access to them for research purposes may have great value in the future, as negative opinions about an organisation are at least as important as the positive ones not only for a researcher, but also for those experts who decide on the communication direction of the organisation by the image that they want to provide.

Based on the sampling period, it can be said that the content of the site is of great service to the members of the community. The quality of the visual and verbal content, the quality of the digital policing discourse, and the use of the more direct style of language, the *policing digilect* [63] also answered the third hypothesis. Compared to the traditional channels of the police, for example television, radio, or even the traditional webpage of the Hungarian Police, www.police.hu, a more informal style and language variety exist on the site that can be mainly identified in the tone and the vocabulary of the entries examined.

5.6. Conclusion

[62] Instagram, police_hu. About moderation. Retrieved 20 March 2021 from https://bit.ly/3dgKiMN
[63] Policing digilect is the author's term, referring to Veszelszki (2011), whose own coined expression is digilect. In: Veszelszki, Á. (2011). Doctoral dissertation, Budapest, manuscript

"Edina, Tamás, the work that you perform on this site every day is commendable! The amount of work with which you accomplished creating and maintaining this image deserves respect! You have made the name of the Hungarian police unique and special, "police hu" is almost a brand, a brand name here on the net, and of course the content itself that it covers, the profession, the way of life, the mission, all the functions that can be associated with it, and as colourful and interesting as you have presented it, and as you have created it! Edina, Tamás, you were magnified surpassingly great by this wonderful task! You are real professionals!"[64]

The research results show that one-sided and formal communication is replaced by two-sided communication on Instagram. The right application of the possibility of two-way communication to gain the trust of the public is coming to the forefront.

It defines a more personal and informal language, a new style of policing language. The site operators are well aware of this style of police terminology that is clear and comprehensible to the widest possible audience, thus helping to create a public image of the police based on trust and reducing the communication barrier between the police and the civilian population. As future steps, the research can be extended to other channels by the Hungarian police, (e.g., Facebook, Tik Tok), to surveys of the civilian population and police personnel, to interviews with communication experts and police personnel of different ranks, as well as to identification and abstraction of international best practices.

It defines a more personal and informal language variety that can also be a new variety of the professional language of the police. The site operators perceive this style of police terminology that is clear and comprehensible to the widest possible audience, thus helping to create a public image of the police based on trust and reducing the communication barrier between the police and the civilian population.

As future steps, the research can be extended to other channels by the Hungarian police, to surveys of the civilian population and police personnel, to interviews with communication experts and police personnel in different ranks, as well as to identification and abstraction of international best practices.

[64] A citizen's comment on the profile of the Hungarian Police. Retrieved 20 March 2021 from https://bit.ly/3cd9S4O

Andrea Kozáry, a Hungarian researcher also devoted two studies to the topic of trust, researching primarily the political-sociological aspects of the place and prestige of the police in the society, but also the importance of communication as part of this. The reflections and the quotation of the author – "Trust comes on foot and goes on horseback" – are entirely appropriate here (Kozáry, 2018, 2019).

The police have taken the first steps to build trust by adapting to the attitude of the social networking site (with the application of *policing digilect*), a communication practice that has been overwhelmingly welcomed by the site's followers. This is confirmed by the fact that the site had been present for more than two years and created one thousand and two hundred posts at the date of submission of this manuscript. This fact shows that this activity is time-consuming, and requires a continuous and active presence. This kind of community building is not only a quantitative process, but also qualitative, and therefore a fragile one.

6. Trust is in the (linguistic) details: policing digilect as a communication practice[65]

Applying Instagram in two Hungarian law enforcement units as a possible communication channel

6.1. Introduction

Traditional communication channels have been applied by organisations to inform citizens for decades. Until the 2000s, members of society were able to access police communications through traditional media (e.g., television, radio and newspapers), but since the 2010s, various community platforms, such as profiles operated by law enforcement agencies (see law enforcement community sites), have become widespread worldwide, including in Hungary. In recent years, social media has emerged as an important and modern communication tool and applied by individuals, groups and organisations such as law enforcement units.

Organisations are established to plan, implement or perform specific tasks. Communication is a basic requirement for the proper functioning of organisations, and the concept of organisational communication can be approached from two directions: internal organisational communication and external organisational communication (Molnár 2018; Winarso 2018).

Traditional communication channels have been applied by organisations to broadcast essential information to citizens. Nowadays, social media has a pivotal role as individuals, groups, entrepreneurs, conventional media and private institutions have adopted it to gather and share information with their audiences (Carr and Hayes, 2015; Heravi & Harrower, 2016). It also plays a crucial role in the communication practices of governmental agencies and organisations that interact directly with individuals (Herfort et al., 2014).

With social media's widespread use and growing popularity, interest in its potential has also increased in different areas of life, such as marketing (Veszelszki,

[65] Trust is in the (linguistic) details: policing digilect as a communication practice: Applying Instagram in two Hungarian law enforcement units as a possible communication channel. *Információs Társadalom*, *23*(2), 146–162.

2019), organisational communication (Tajudeen et al., 2017; Bullock, 2018) and education (Putra, 2021), with innovations in techniques being introduced, namely content marketing and organic marketing (Veszelszki, 2019). One of the pivotal advantages of social media is that it supports open and two-way communication, enabling different organisations to engage with their consumers and assess their needs, thus adapting the content of the site and the services offered to them (Tajudeen et al., 2017). Therefore, the aim of the online process is to keep in touch with customers and interested parties, and to develop a proper communication strategy (Stenger, 2014). It is obvious that an organisational strategy is required to define long-term objectives, action lines and tasks, and to be effective in achieving organisational goals (Uricska, 2021).

6.2. Law enforcement and communication

The required tasks of police personnel are declared in the Fundamental Law of Hungary. According to Article 46, section (1): "The fundamental duty of the Police shall be the prevention and investigation of criminal activities, as well as the protection of public security, public order and of the state borders. The Police shall participate in efforts to prevent illegal immigration.' As Géza Finszter (2018) highlights, 'in Hungary the Fundamental Law separates two basic tasks of the police: on the one hand, the prevention and detection of crime, and on the other, the protection of public safety and public order. The duality of law enforcement organisations is also based on these two-fold tasks: as an administrative authority, police protect public order and public safety, and on the other hand, as a criminal investigation service, they prepare cases related to criminal justice proceedings" (Finszter, 2018, p. 113). As a consequence of these required tasks, the communication of the police is primarily social communication, since their tasks include crime prevention, crime detection, preparation of justice, maintenance and restoration of public order and security, and accident prevention (Molnár, 2018).

In modern democracies, the relationship between the citizens and the police is influenced and affected by the quality of their communication to a great extent. In the most general terms, the police provide services to civilians, and these services include a wide range of communication activities.

A key aspect of organisational communication is that it does not have to be a chain of random events, but it has to be "the purposeful use of communication by the organisation to fulfil its mission" (Hallahan et al., 2007, p. 3). For that reason, law enforcement communication should rather be a consciously planned process, and this process should be explained in detail. In this regard, "a law enforcement communication strategy is a short-, medium-, or long-term and conscious design of how law enforcement agencies should present themselves to the outside world, and facilitate the internal flow of information, and continuous, high-quality and efficient operation" (Molnár, 2018, p. 9).

The main deficiency of a centralised police force is that it perceives the needs of the society in relation to public safety inaccurately and distantly, and responds to them slowly (Christián et al., 2021). However, since 2010, significant changes have taken place in the professional and structural system of the Hungarian Police and the Communication Service has been set up (Uricska, 2020a). Despite the strict hierarchical structure of the police, almost independent positions appeared in the field of communication and were directly channelled to the high commissioner of the MR.

6.3. Law enforcement, communication and social media

With the emergence of social networking sites, other types of crime and communication objectives have emerged in the work of law enforcement, and the methods that police use to communicate with the public have changed, too (Lee & McGovern, 2013; Fielding, 2021). On online community interfaces, there is a chance for bilateral and informal communication; therefore the police need to find a style that is understandable to the broadest audience possible (Uricska, 2021) if they want to reach every member of the community with their messages.

Organisations apply social media in their everyday work; it is one of the most powerful community engagement tools they possess in the 21st century. Informing, educating and engaging the members of communities has never been as simple as it is today. Moreover, developing an organisational communications strategy can be one of the most important ways to build a stronger brand.

Instagram was launched in 2010 by an independent private company; it began as an app only available on iPhones (Highfield & Leaver, 2016). The application had a very small user base, and non-mobile users could not use it. Now it is owned by Meta, but in the beginning, Instagram was run by an independent private company (Highfield & Leaver, 2016). Instagram, as its name suggests – the word is a portmanteau of *instant* and *camera* – contains more visual communication elements than Twitter or Facebook, and it is impossible to create a post on Instagram without a picture or video, while a post can be created on Facebook with or without visual content.

There is tremendous potential for Hungarian law enforcement units to use these sites (for example, for crime prevention purposes). For instance, statistics show[66] that there are 2.6 million Instagram users in Hungary, of which 860,000 fall between the ages of 18 and 24, although this age group includes only 7 years of age. They are followed in group size by the 25–34-year-old users, of which there are 770,000 users. Meanwhile, the over 55s have only 139,000 registered users on Instagram (Uricska, 2023a).

In Hungary, the rise of social media coincided with the expansion in police organisational communications around the 2010s. Before the appearance of social media, the Hungarian police organisations informed the general public mainly through the traditional channels of media including police.hu, the official webpage of the MR. Taking advantage of the opportunities offered by social networking sites, the Hungarian law enforcement organisations have also now appeared on social media platforms, representing their organisations and seeking more direct contact with members of society.

The MR has had an official website since 2000 (police.hu), a Twitter account since 2016, the police_hu page on Instagram since 2019 (Uricska, 2021), and a Facebook page since 2020. The MR can be regarded as a pioneer within the organisations of

[66] roihacks.hu. Number of Instagram Users in Hungary (2021). Retrieved 24 February 2022 from https://bit.ly/3xjvW7O

public administrations, as the Government of Hungary has been present on Facebook since 2011, and has also had an Instagram profile since 2020.

In this study, I observed the Instagram profiles of two Hungarian law enforcement units, to see if Instagram is a possible communication channel for contemporary police communication strategy, regarding short-term goals and the achieved results.

The first organisation was the above-mentioned MR; the other was the BRFK. The BRFK is the administrative organisation of the MR. Its tasks relate to the administrative and operational tasks of police activities and police personnel within the territory of Budapest.

The main focus was on the verbal and visual content on Instagram of these two Hungarian police units and it was observed whether an organisational strategy could be detected or witnessed in police organisational communications; more precisely, I explored the ways in which police communications enhanced dialogue with the members of the community.

The first sampling period of the Instagram profiles of the BRFK[67] and the MR[68] was the first month of the profiles; this was between 6 December 2017 and 6 January 2018 in the case of the BRFK, and between 3 July 2019 and 3 August 2019 in the case of the MR. The sampling period was repeated a year later for a month again, including both profiles.

6.4. Research questions and hypotheses

The purpose of the research is to explore whether a coherent organisational strategy and communication practice can be identified for the Hungarian police organisations by observing two profiles through their contents and activities on Instagram.

The MR first appeared on Instagram on 3 July 2019 with the profile of police_hu; the other Hungarian law enforcement agency, the BRFK, appeared on the platform (brfk_budapest_police_hu) on 6 December 2017. In order to complete the research,

[67] Instagram. brfk_budapest_police_hu. Retrieved 24 February 2021 from https://bit.ly/3HPv8MG
[68] Instagram. police_hu. Retrieved 24 February 2021 from https://bit.ly/3D9oTTU

the existence and the quality of the digital police communication strategy were examined and the following research questions were formulated:

(RQ1) What kind of organisational communication strategy can be detected in the content, themes and posting frequency of the Instagram profiles of the two law enforcement units?

(RQ2) Can the same organisational communication strategy be detected on the profiles of the two law enforcement units?

(RQ3) If so, in what form (visual content, verbal content, hashtags)?

During my research I tried to test two hypotheses based on the theoretical background. Therefore, my hypotheses for the research questions are as follows:

(H1) To reach the members of the community, law enforcement units appeared deliberately on Instagram in Hungary; however, no coherent organisational communication strategy can be detected in the content, themes and posting frequency of the Instagram profiles of the two law enforcement units.

(H2) There is a more informal language variant on Instagram, the *policing digilect*, a communication practice that is closer to verbalism in its style features and has special linguistic traits.

6.5. Research design and methodology

Content analysis and Instagrammatics methods were applied to complete the study (Highfield & Leaver, 2016). The starting point in studying the communicational strategy on Instagram was built on the established research method of content analysis. According to Berelson, content analysis is “a research technique for the objective, systematic and quantitative description of the manifest content of

communication" (Berelson, 1952, p. 18). Babbie (2001) defined content analysis as "simply the study of recorded human communication" (Babbie, 2001, p. 352) and stated that there are two possible ways of analysing content: "when encoding the (1) manifest (surface) content or (2) the latent content of a message" (Babbie, 2001, p. 352). Additionally, Instagrammatics were applied to examine this primarily visual platform "to track and study Instagram activity, content, and practices" (Highfield and Leaver 2016, p. 5). The contents of the platforms also offered an opportunity to observe an in-depth understanding of community engagement and communication (Varis, 2016).

To complete the study, two sampling periods were observed: the first month of the appearance of the Instagram profiles of the BRFK and the MR in the first phase, and a repeat of the observations exactly a year later (N = 127 entries) in the second phase.

Units of analysis	**Budapest Metropolitan Police Headquarters (brfk_budapest_police_hu)**	**Hungarian Police (police_hu)**
Total posts observed (**N=127)**	**5**	**122**

Table 8. Sample selection from the Instagram profiles of Hungarian law enforcement organisations (Source: own edition)

During these periods, in order to find answers to RQ1 and RQ2, the following categories were examined:

1) the first day of the appearance (time interval up to now)
2) the number of followers
3) the theme and mood of the first post on the profiles
4) the themes of the first sampling period
5) the themes of the second sampling period.

In this study, the manifest content is observed and the results are presented in numerical style (Berelson 1952; Krippendorff 2004).

6.6. Results

6.6.1. The first day of the appearance and the number of followers

The MR first appeared on 3 July 2019 on Instagram with its profile (police_hu), and the account had 74,600 followers on the date of the observation (9 October 2021). The other Hungarian law enforcement agency was the BRFK, which appeared on the platform (brfk_budapest_police_hu) on 6 December 2017; the number of followers was 3,528 on 9 October 2021 (Table 9).

Units of analysis	**Budapest Metropolitan Police Headquarters (brfk_budapest_police_hu)**	**Hungarian Police (police_hu)**
Number of followers on the date of sampling (9 October 2021)	3,528	74,600
Number of posts on the date of sampling (9 October 2021)	392	1,232

Table 9. The number of followers of the two profiles
(Source: own edition)

Despite the fact that the MR appeared one and a half years later, the organisation gained twenty times more Instagram followers than the BRFK. Since its appearance on Instagram, the MR had created 1,232 posts, while the other organisation had created only 392. Regarding the frequency of posting, the MR applied a more conscious communication practice as part of the communication strategy.

6.6.2. The theme and mood of the first post on the profiles and the first sampling period (content and themes)

Units of analysis	**Budapest Metropolitan Police Headquarters (brfk_budapest_police_hu)**	**Hungarian Police (police_hu)**
1st sampling period	6 Dec 2017–6 Jan 2018	3 Jul 2019–3 Aug 2019
Total number of posts **(n1)**	**3**	**82**

Promoting police profession	1	30
Display of police vehicles (water police, motor police, mounted police)		19
#thenandnow (hashtag)		6
Crime prevention		7
#proudofyou (hashtag)		6
Promoting the emergency number 112		7
Holidays	2	
Others		7

Table 10. Sample selection from the Instagram profiles of Hungarian law enforcement organisations (Source: own edition)

The first sampling period was the first month (6 December 2017–6 January 2018) when the BRFK appeared on Instagram, and during this time the organisation created only three entries. The first post was uploaded on 6 December and consists of a picture of Santa Claus on a bicycle as the post was created on Santa Claus Day. There was neither a greeting to the followers on the profile nor other organisational comments before or after it (Figure 1). Only two short sentences were written next to the post by the administrator (including a grammatical mistake in Hungarian): *Van aki ilyenkor is kerékpározik. Vigyázzunk rájuk közlekedés közben!* ('Some people ride bikes at this time of year. Let's watch out for them on the road!' [the author's translation]). In Hungarian, between the words *Van* and *aki* a comma is required. These sentences are followed by hashtags that appear to be random: #BRFKInformációsPortál ('the information portal of BRFK')#BRFK#adventitanácsok ("some advent advice") #budapest #hungary #december6 ("6th December") #mikulás ("Santa Claus").



Image 15. Santa Claus on a bicycle.
(Source: Instagram, brfk_budapest_police_hu)[69]

The post achieved only 50 likes, and as the text was quite short, there were no comments from the public. The other posts (one about a police officer and another about a Christmas greeting) in the sampling period consisted of a single photo and a short line, or a photo and just hashtags. It might be the reason why there was no dialogue next to the posts.

The creation of the Instagram profile of the MR and its followers were celebrated by the organisation with a short video in which Kristóf Gál, spokesperson for the National Communication Service of the MR, recited the poem *Police Work* by Belga. The video proved extremely popular and was watched more than 10,100 times (Image 2). Before becoming a spokesperson, Kristóf Gál worked as an actor, and this undoubted talent has been deployed by the organisation in many ways, for example to promote the reputation of the profession, and the acceptance of the organisation by the members of the civil society.

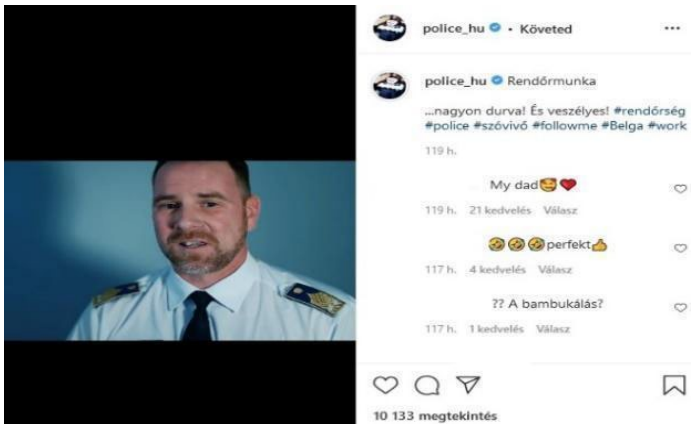


Image 16. Kristóf Gál recites the poem *Police Work* by Belga.
(Source: Instagram, police_hu)[70]

In the first sampling period, the MR posted 82 entries and the topics (Table 10) were as follows:

– promoting the police profession and #proudofyou (hashtag, used in English)

[69] Retrieved 24 February 2022 from https://bit.ly/3hAff0Q
[70] Retrieved 24 February 2022 from https://bit.ly/3HItz23

– display of police vehicles (water police, motor police, mounted police)
– #thenandnow (hashtag, used in English)
– crime prevention
– promoting the emergency number 112.

The profile of the MR is characterised by predictable daily content and quality images (e.g., resolution and saturation). Three constant hashtags are used as the trademark of the site: #rendőrség #police #hivatás. The meaning of the first hashtag is "police", and the meaning of the third one is "profession" in Hungarian. Though 82 entries can be seen as a high number within a month, the organisation was eager to communicate to the public with more than two posts an average per day. Due to an interview that was conducted by one of the administrators of police_hu on 23 April 2021, the profile reached 10,000 followers in a week.

6.6.3. The themes of the second sampling period

Units of analysis	**Budapest Metropolitan Police Headquarters (brfk_budapest_police_hu)**	**Hungarian Police (police_hu)**
2nd sampling period	6 Dec 2018–6 Jan 2019	3 Jul 2020–3 Aug 2020
Total number of posts **(n2)**	**2**	**40**
Promoting police profession	1	10
Display of police vehicles (water police, motor police, mounted police)		17
#thenandnow (hashtag)		4
Responsible pet ownership		6
Promoting the emergency number		1
Holidays	1 (+1)	
Others		2

Table 11. Sample selection from the Instagram profiles of the Hungarian law enforcement organisations (Source: own edition)

In the second sampling period (Table 11), a similar content was created by the BRFK as in the first one; only two entries were posted without observable policing

content. Through "objective, systematic and quantitative description of the manifest content of communication" (Berelson 1952, 18), it can be stated in the case of the BRFK that no organisational strategy can be observed by analysing the content on Instagram. If the organisation has such a strategy, the administrators do not apply it with predictable and daily content, or coordinated verbal and visual elements on the site. However, the annual budget for content management was not known in the case of the police organisations.

In the case of the MR, 40 entries were created. The themes and projects remained almost the same, except that the theme of *crime prevention* was replaced by the theme of *responsible pet ownership*. The themes of *promoting the police profession and #proudofyou* hashtags and *the display of police vehicles* were the central themes in terms of visual content; the site might have an extremely important role in the recruitment process and making the police career seem more attractive to citizens. As proven by data (Tables 3 and 4), the organisation has a kind of strategy including special themes and projects, and there is a sense of organisational mission behind the content. Since the sampling periods, the Instagram profile of the MR has been awarded two silver grades at *Creative Prisma*,[71] so the mission, the textual content and the images of the profile are appreciated and well-known by communication experts. The title of the project was "You have shown the human face of the police".

The visual and verbal content of *crime prevention* posts and the conscious application of the *emergency number 112* posts can have far-reaching effects in saving lives and helping those who are in a state of emergency. The educational messages of the posts are not served directly, but they are hidden either in shocking content or in funny texts, and they likely have much greater impact among the members of Generation Z as authoritarian education no longer works in the 21st century (Kulcsár, 2020; Valintine, 2019).

6.6.4. Use of language: policing digilect as a communication practice

[71] kreativ.hu. Az Uniomedia lett az Év ügynöksége a Prizma 2020-on. Retrieved 3 March 2022 from https://bit.ly/3pahAV7

As the results presented in relation to RQ1 and RQ2 show, the BRFK (brfk_budapest_police_hu) created a total of five entries in the two sampling periods, of which two entries promoted the police profession and three entries contained the topic of holidays: Santa Claus Christmas and Christmas greetings from the organisation. In parallel with this, the MR (police_hu) introduced the work of the police with Kristóf Gál reciting Belga's poem 'Police Work', and created 122 entries in the sampling periods. They apply three constant hashtags: *#police #rendőrség #hivatás* and the administrators of the site implement *minimum response time* and *have a real dialogue between the police and the community members.*

In order to find answers to my third research question, as a linguistic methodological framework, netlinguistics (Posteguillo 2002) was analysed in relation to Veszelszki's term *digilect* (Veszelszki 2013, 2017a, 2017b) in the posts and comment sections. In the case of the police units, the impact of infocommunication technology can be observed. The lexical features of digilect can be found in the Instagram profile of police_hu. By Veszelszki's observation (2013), the foreign (especially English) language effect is very strong in Hungarian-language internet communication. The above-mentioned features, due to their frequent occurrence – for example, foreign-language influence, breaking taboos, emojis, a neologism, a net-specific acronym – were detected in the sampling period (see Table 12), albeit slang words and expressions, as well as verbal aggression posted by the organisation could not have been observed on the policing profiles on Instagram.

Features	**Examples**
Foreign-language influence	*Brothers in arms. Drive safe. This is how we do it!*, *Thanks for the great performance to our colleagues from Heves County!* 🙏👏, *Sound on. Mornings like this.* 😍 *feeling, timelapse*
Neologisms	*COVID-19*
Net-specific acronyms	*RUTIN* (*Rendőrségi Útinformációs Rendszer*, a police application to help people on the road)
Letter substitution with number citizen's comment	*5let* (< *ötlet* 'idea')

Word multiplication	*stip-stop*
Word truncation	*heli* (‘helicopter’)
Breaking taboos	*My dad* 💑 💔 . *Te bekötöd!* (‘Do you fasten [your seatbelt]?’), *Nos, kitaláljátok mi ez?* (’Well, can you guess what it is?’), *buksi* (‘head’, a synonym used for head, childish)
Emojis	See the examples above.

Table 12. Features of digilect on the Instagram profile of Hungarian Police (Source: own edition)

6.6.5. The special features of policing digilect

On an international scale, numerous police organisations “have made a strategic decision to employ humour on social media to increase community engagement with their content” (Wood and McGovern, 2021, p. 305). This organisational goal can also be found in the forms of humour, puns and word-plays of the verbal content (see rows 1–2 in Table 13) on police_hu. In row 3 of Table 13, the word *iskolaőr* (“school warden”) can be considered a realia. According to Klaudy (1997), *realia* is a generic term for objects that refer to a culture or language community and are unknown to other cultures.

Features	**Examples**
Humour	*VAKÁCIÓÓÓ! Gál Kristóf üzeni: figyeljünk a zebrákra (is)! Mert a nyári szünet alatt több gyerek van az utakon.* 👮 🦓 🚘 . (“HOOLIDAY! Kristóf Gál says: Watch out for zebras (too)! Because there are more children on the roads during the summer holidays.”) *Velünk senki sem cicózhat!* 🐈 😼 (“Nobody can play with us!”)
Puns, word-plays	*mindenhol IS* (“everywhere too”, a popular phrase in Hungarian in 2019–22) *CEL-EB* (*eb* means a “dog” in Hungarian, a dog is in the image, suggesting that the dog is a celebrity), *Blue is the colOUR,* *Nézzetek csak, valaki merre SÜNdörög...* (“Watch out, someone is wandering…”, sün is a “hedgehog” in Hungarian, sündörög is a synonym for wandering)

Realia	*iskolaőr* (‘school warden’)
Termini technici	*robbanószer* (“explosive material”), *112-es hívásfogadó operator* (“112 emergency call operator”), *mentő* (“ambulance”), *ügyeletes* (“duty officer”), *vízi segélyhívó* (“water emergency”), *körzeti megbízott* (“police constable”), *lőmaradvány* (“remnants of ammunition”)
Poems, songs, film titles and computer games	*Belga: Rendőrmunka* (“ ‘Police Work’ by Belga”), *Gyűrűk Ura* (“Lord of the Rings”), *Két torony* (“Two Towers”), *A Király visszatér*(“The Return of the King”)
Metonymies	*Köszöntjük családunk új tagjait* 👮 (“Welcome the new members of our family”), *kék család* (“blue family”)
Metaphors	*Ha Frodónak ilyen segítői lettek volna* (“If Frodo had had such helpers…”, referring to police officers and the film *The Lord of the Rings*), *család* (“family”)

Table 13. Features of policing digilect on the Instagram profile of the Hungarian Police (Source: own edition)

As the examples in Tables 12 and 13 show, “the posts and comments (here mainly the posts) are ‘minimalist’ in nature or they tend to be minimalist, by using abbreviations, acronyms, emojis, and hashtags to help the reader quickly encode (create) and decode (absorb) text. As a result of the minimalist nature, writing time reduces and searching processes speed up” (Istók, 2019, p. 89). It is explained in detail in Istók's concept of *minimalect* (Istók, 2018).

As the observed profile is a law enforcement one, several termini technici were coded and centred on the topics of first aid, emergencies, guns and ammunition (see row 4 in Table 6). Metaphors and metonymies also help followers to engage. Metaphors importantly are not merely linguistic phenomena but a fundamental feature of the way the human cognitive system works (Lakoff, 1995). In their work, Johansen et al. (2013) list three kinds of metaphor for trust: “trust as a decision”, “trust as a performance” and “trust as an uncontrollable force”. The word *család* (“family”) belongs to the “trust as a performance” metaphor group (see rows 5–6 in Table 13) as it refers to the smallest unit of society, and it suggests “considerable control on behalf of the trustor in that a trustor is assumed to influence the

trustworthiness of the trustee" (Johansen et al., 2013, p. 7). The poems, songs, film titles and computer games also help followers get involved in the content, and get closer to the police by this police communication practice.

In conclusion, the results of the sampling periods show that *digilect* is a (digital) language variety that has specific quantitative and qualitative features. The concept of *policing digilect* can be introduced to name the language variety used in some specific online law enforcement community sites as a communication practice. By applying this new variety, proper language can be one of the tools with which police–community relations can be improved and rearranged in the long run.

As there is a growing need to establish and maintain the online relationship between the police and the members of the community, this platform can serve as a way to enhance the dialogue between the police and citizens. Several posts cannot be expected from law enforcement organisations on a daily basis; thus, there is a need for constant presence regarding special tasks related to the police like recruitment, reputation management and serving the public in a new way.

6.7. Validation of hypotheses

The study observed the Instagram profiles of two Hungarian law enforcement organisations, the MR and the BRFK, in the first month of their appearance on the platform, then repeated the sampling period a year later to see whether a standard and coherent organisational communication strategy could be detected. No previous study has investigated the communication strategy of Instagram profiles applied by the Hungarian law enforcement units.

After data analyses, and in response to my hypotheses, it can be stated that my first hypothesis was proved. Based on the results of the sampling periods, I found that no coherent organisational communication strategy or practice was applied by the Hungarian law enforcement units on Instagram. The content of the profiles presumably depends on the mentality and conscientiousness of the administrators, as well as the commitment and relation of the agency's leaders to social media (Bullock, 2018).

The second hypothesis was also proved by the linguistic features and vocabulary of the examined entries. The MR makes efforts and a strict commitment to engage citizens in the themes offered by Instagram. According to Bullock (2018), “the lack of providing leadership, strategic guidance or developing an infrastructure (including a technological infrastructure) to support social media use by officers indicates that the role social media should be playing within police communications is not clear and that the degree to which utilising them is seen as an organisational priority is questionable” (Bullock, 2018, p. 255). It is the reason why the BRFK does not utilise the possibilities offered by the site daily, and still has room for improvement in this area, as shown by the visible contents reviewed in the sampling periods.

6.8. Conclusions

Regarding the interfaces of the BRFK and the MR, the study confirms that any technology can be successful and have an impact on organisational performance if it is adopted properly by organisations (Tajudeen et al., 2017). Both internationally and nationally, it can be said that to increase efficiency, this relationship must be put on a new basis, and for this purpose, the quality of external communication of the police must be improved (Peyton et al., 2019).

There were only a few posts on the profile of the BRFK; therefore, it was difficult to make a real comparison of the communication strategy of these two organisations. In the future, it is planned to extend the research to further digital platforms of these two organisations (e.g. Facebook or TikTok) or to carry out further sampling on Instagram, to study the existence of policing digilect.

The use of policing digilect as a communication practice was well received on the Instagram page of the MR and it has resulted in a positive change in the image of and opinions about the police (Uricska, 2021). In the long term, it is expected that digital communication content will redefine the relationships and interrelationships among individuals, society and different organisations.

In the course of the future, citizens and organisations moving on to online platforms in the digital society and culture need to learn how to best use the strategic potential of these platforms.

7. The use of policing social networking sites in teaching technical languages[72]

7.1. Introduction

A short summary of the theory and the research design of the project presented in this paper was awarded first place in the competition of the Scientific Council of Home Affairs entitled Online and offline teaching-learning methods in the home affairs sector entitled "The use of augmented reality and social networking sites in language teaching with special reference to the technical language of law enforcement".

The relevance of the research topic is given by the changing learning habits of students in higher education. The attitudes of students have changed, and the members of Generation Z also referred to as Generation i[73] (Twenge, 2018) also appeared in higher education. In addition to the members of Generation Y (referring those who were born between 1980 and 1994), Generation Z (referring those who were born between 1995 and 2009) is also present in large numbers in Master's programmes and correspondence courses, and they acquire knowledge by using completely different learning principles (Tapscott, 2001; Tari, 2010, 2011; Borszéki, 2014). In fact, if the learning habits of the students have changed, then different methods must be used – either completely or partly – in the teaching process.

At the same time, the information society is not only transforming the education process (Dessewffy, 2019), but new positions and jobs have also emerged in the labour market that have not existed before. Such as the position of digital communications officer[74] that was published by the Metropolitan Police Service in the UK on its website, or the digital forensic officer,[75] for which the Essex police were seeking applicants, therefore, education needs to prepare for this change or adapt the existing programmes to the challenges of the labour market (Pirzada &

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[72] Rendészeti közösségi oldalak a szaknyelvoktatásban. *Educatio*, *29(4)*, 653–662.

[73] *i* as in the words iPod, iPhone

[74] Metropolitan Police Service. Digital Communications Officer. Retrieved 2 January 2020 from https://bit.ly/39YoC5x

[75] Essex Police. Digital forensic officer. Retrieved 2 January 2020 from https://bit.ly/2UWvhqc

Khan, 2013). It can be seen that, in response to the challenges of the digital age and in line with the principles of community policing, new tasks have emerged globally that have never existed before.

The relevance of the planned research is also confirmed by the emergence of police science as a discipline and by the guidelines that will shape teaching and learning in the 21st century, such as the skills of independent problem solving and individual responsibility, which may become as important as digital skills in the future workplace of the students.

7.2. The theoretical background of the planned research

In our viewpoint, it is also worthwhile to support the teaching-learning process as a communication process through the use of different mediums in higher education. According to the theory of the learning pyramid (Dale, 1969), if several senses are simultaneously affected and/or involved during the learning process, the effects on these senses reinforce and/or complement each other, and the learning process will be more effective. Based on the learning pyramid, we can conclude that the learning material supported audio-visually increases teaching-learning efficiency by 20 percent, and the more senses are involved and activated, the deeper and longer the retention of the learning material. By moving down from the top of the pyramid, the degree of abstraction decreases and the new knowledge is brought closer to the students, while they become more and more involved in the process (Dale, 1969). To achieve the goal of engaging as many senses as possible at the same time, the digital pedagogical methods and tools of the instructor are very important (Kubinger-Pillman, 2011).

In the teaching-learning process, the input factors include the setting of objectives and the process factors include the selection of appropriate learning tools (Báthory, 2000). Learning objectives also affect subject knowledge, critical thinking skills and basic learning skills. Measurable learning objectives enable teachers to map how and to what extent learners/ students can progress during the education.

Critical thinking involves recognising the difference between facts and opinions, and assessing the accuracy, credibility and relevance of the source of information. Basic learning skills include written and verbal communication skills, handling and

processing information using a variety of (learning) tools. Methods and teaching tools chosen correctly and with careful consideration activate the students, support their activities and can stimulate a competitive spirit within the group, thus also student motivation (Molnár & Uricska, 2019).

The accreditation of the Hungarian police science happened in 2012, therefore the period since then is still immeasurable in historical terms (Sallai, 2019). However, it is undeniable that police science in Hungary is one of those scientific fields that have undergone significant changes in recent years. Not only police science as a whole, but also its subfields that concern us most, such as police communication (Castells, 2013; Molnár, 2018, 2019a; Uricska, 2020a), sociology (Citron, 2009; Kozáry, 2019), or even the development of professional foreign language competences has come to the fore (Barnucz, 2019a; 2019b).

The examination of the roles, the possibilities, the advantageous and harmful effects of social media sites receive much attention nowadays (Klausz, 2016, 2019). These community websites are applied by law enforcement agencies daily and consciously in English speaking areas. Since October 2016, this type of partnership has been gradually developed in the field of the protection of public order in Hungary: the Partner Group of the Rapid Response and Special Police Services use the tools of partner communication before and during policing the events (Less, 2015, 2016). In other words, it can now be said that law enforcement in Hungary has begun to recognise the potential of these sites as the police_hu[76] profile was launched on Instagram on 3 July, 2019, while on 11 October, 2019, the page *Become a policeman* ("Legyél Te is rendőr")[77] was launched on Facebook (Uricska, 2020a). The new media can be a new venue for partnership, providing a wider, faster and more direct access for police officers than ever before (Christián, 2013).

The wide range of tasks of the police cannot be limited to law enforcement work (Mátételkiné, 2009; Wall, 2010). To do their job effectively, police officers need in-depth professional knowledge and experience, including effective communication with citizens, whether offline (Molnár, 2018) or online (Uricska, 2020). The knowledge of the information and communication technology tools of the present

[76] Instagram. police_hu. Retrieved 7 February 2020 from https://bitly.ws/3cpvp
[77] Facebook. Legyél Te is rendőr. Retrieved 7 February 2020 from https://bit.ly/2S5r8Qy

day, as well as the recognition of their potential and their practical application (Erstad, 2010; Borszéki, 2018, 2019; Barnucz, 2019c), can be important for the staff working in the field of law enforcement and for the active students of the Faculty of Law Enforcement. In the section on the modernisation of higher education of the Institutional Development Plan of the National University of Public Service, called "The University of a Secure Future 2020 – 2025", there are also efforts to promote foreign language learning and to transform the structure of the programmes relevant to the labour market, which, in addition to digital skills, could include the results of the research on innovative methods for professional language development.

7.3. Applying law enforcement profiles on social network sites as a language learning method

A study on the close relationship between community policing and community policing communication (Uricska, 2020a) highlights that information about events in the world around us that affect security risks and deficits reaches us through various media channels. Credible and factual information also has an indisputable role in everyday life, and therefore the issues of disseminating fake news and rumours (Klausz, 2019), and developing critical thinking need to be addressed in both public and higher education. It is a fact that the ever-expanding system of digital tools can be effective in developing different language areas (Borszéki, 2014; Barnucz, 2019b) and in the development of any other subject. Mobile learning (m-learning) is a form of learning supported by technology (e.g., using tablets, smartphones) that takes place when the learner is not in a fixed, predefined location, and when the learner takes advantage of the opportunities offered by mobile technologies in the learning process (O'Malley et al., 2003).

One of its greatest strengths is multimodality – i.e., the possibility to take photos, record audios and films (even simultaneously) – and the ability to independently acquire information (Nouri, 2019). The elements of social networking sites' posts offer these possibilities, which have a positive impact on the development of communication in any target language, be it the mother tongue or a specific foreign language, and allow for further sharing (Czékmán, 2017).

Of course, it is also true that it is not advisable to expect the positive results solely from using ICT tools and applications, and it is not stated that all problems and issues can be solved independently in a digital form. Rather, it is a question of combining the two methods, i.e., using both traditional and irregular learning methods in an appropriate way, supported by research findings. One practical example of this could be the Café method (Molnár, 2019d, 2019e) and the Café EFLE method (Molnár & Uricska, 2019), which focuses on dialogues in classroom settings.

Posts on social networking sites provide an opportunity for dialogues between the police and the members of the public in a similar way to the Café method. Posts created by law enforcement organisations at home and abroad can also be used for educational purposes. The use of digital tools and applications should be extended, where it is possible, to the new method of the so-called *digital project* (Benedek, 2008), which has already been tried and tested in traditional classroom setting but adapted to an online environment, where students search for solutions to the subject matter in digital form and share their suggestions on this platform. Foreign-language sites provide an excellent opportunity to be informed about the latest news, and to observe the immediate changes in language use, i.e., the characteristics of *policing digilect* (Uricska, 2020a, 2020b).

Digital texts (in this case, posts) can support the learning process by providing easier comprehension, flexibility, accessibility, mobility and shareability for learners/students (Nouri, 2019). In addition to text-level learning, English-language law enforcement profiles on social networking sites are excellent for identifying and exploring authentic language use and vocabulary, while Hungarian-language sites are also excellent for developing translation, rhetorical and communication skills. The advantage of using posts from law enforcement profiles of social networking sites for educational purposes is that students can edit online dictionaries, glossaries, and watch authentic and topical videos within the framework of lessons. The Café method (Molnár & Uricska, 2019) can be used to synthesise the vocabulary collected by students at the subject level. Students can join the Café EFLE Facebook group and edit the content they share there, and they can access it outside the classroom, thus the platform functions like a virtual café.

Continuing this observation, one of the most significant advantages of the Virtual Café is that it can be extended in time and space. It is not limited to a class, a teacher, or a social networking site, students can learn from it at any time, they can continue reading, browsing for actual news. This kind of collaborative learning cannot be ignored as it is a present in our everyday lives, and the educational culture has to respond to this opportunity.[78] In an imagined hierarchical system of new media, the interconnecting channels of the network can open at any moment while causing changes in previously stable systems (Forgó, 2017). The term *wirearchical* (where the root word is *wire*) network learning is discussed in the work of Husband and Krebs (Husband & Krebs, 2015). It is not possible to translate the term with complete accuracy, but it refers to the fact that participants in an online sphere are not hierarchically related to each other, but there are several peers who are involved in a digital group work.

In such cases, the project leaders can be in contact with each other and with members of the groups. Through interactive info-communication technologies, *wirearchic* systems are characterised by their ability to "enable effective processes and actions based on knowledge, trust, credibility and results" (Forgó, 2018, p. 101). In the online environment of new media systems, during the learning-teaching process, the pre-designed narrative can be replaced and complemented by freely and spontaneously generated content and narratives that differ from the planned ones (Forgó, 2017).

7.4. The outlines of the planned research

The method of the planned research is to examine the posts created by law enforcement agencies on social networking sites and to conduct netdialogues (Veszelszki, 2017) among students. The research focuses on how intensively and extensively students follow new media platforms related to their future profession (Capurro-Hjørland, 2003), more specifically law enforcement profiles on social networking sites in English and Hungarian, and, if it is necessary, to what extent they

[78] At the time of writing the manuscript, the world is facing the urgent challenges of distance learning because of the coronavirus pandemic.

can create grammatically and terminologically adequate entries in Hungarian and foreign languages. In our planned research, we will investigate the perception of the usefulness of the professional language classes at the Faculty of Law Enforcement of University of Public Service among full-time and correspondence students (N=100). The practical experience of the study and the empirical research will be conducted in the next two academic years (2020/2021 and 2021/2022). It is also planned to conduct qualitative (focus group interviews) and quantitative (questionnaire) research.

The language teaching method to be investigated (posts created by law enforcement units on social networking sites, online dialogues and net-communication) theoretically fits perfectly to the learning models mentioned above, as the social networking sites that we are dealing with contain audio-visually supported learning materials with which we try to activate the involvement of as many senses as possible in order to make the learning material as long-lasting as possible (T. Nagy–Stóka, 2012). The practical application of the language teaching methods under investigation in the context of professional language lessons will be tested using the HY-DE model (Dani, 2014), for which it is crucial that teachers should have an appropriate level of digital pedagogical methods and tools (Kubinger-Pillman, 2011).

This study can serve as a basis for longer research to prove the effectiveness of a new method of teaching languages for law enforcement. In the context of the changed cultural characteristics of the digital era, we should also talk about the pedagogical culture change, which requires pedagogical development on the part of the instructors, and thanks to the new language learning methods, the needs of Generation Z can also be kept in mind (Barnucz & Uricska, 2021).

By analysing posts of law enforcement profiles on social networking sites in the classroom, a number of issues can be examined and explored. In this research, we seek to answer whether there is a correlation between the use of English-language law enforcement social networking sites and the acquisition of the professional terminology in the context of ESP classes. Furthermore, we investigate how law enforcement social networking sites influence written and oral foreign language

communication. Finally, we research what areas of language skills can be best developed by using these methods.

The main hypothesis is that the language modules of the Faculty of Law Enforcement are proper due to the interests of the particular student groups. It is also assumed that the development of digital competence is accompanied with the development of terminology and professional communication.

On the basis of the research experiences and results, we plan to compile an English-language law enforcement glossary based on the corpus analysis of law enforcement social networking sites by collecting the new terminus technici found there, and on the other hand, the corpus of the study is the terminus technici (technical language, jargon and slang) found on the Hungarian-language law enforcement profiles on social networking sites. This knowledge is essential for police officers in the 21st century as their communication can be made more effective and their activities more efficient by understanding and applying it (Mátételkiné, 2010).

In light of the results, an effective learning programme can be implemented to develop individual skills and to establish the vision of lifelong independent learning, since one of our main pedagogical goals is to enable students to become independent learners, especially when they are no longer in our sight. Another aim of the method is to awaken in the students the need for lifelong learning and to target the idea of becoming independent readers and learners, because it is important that language learning and development do not have to end after completing the university language courses. According to Bárdos (2000), in this case, "learner autonomy does not mean learning alone, but it requires the development of a behavioural form with which the learner responds to the process and content of learning" (Bárdos, 2000, p. 275).

On the whole, we take the view that the personal presence and contact required in the teaching-learning process – perhaps less frequently than today – is an elementary need that humanity will hopefully never and cannot give up. "Direct communication has advantages that can never be fully replaced by teleconferences and similar events" (Bernáth, 2006, p. 29). All the same, it should not be overlooked that the members of the new generations can be reached and approached in virtual

community spaces. Accordingly, we cannot postpone the possibility of this opportunity in language learning either.

With our findings on the specialties of the digital age, we would like to emphasise the changed market situation of the digital society, draw attention to the communication needs of digital citizens, and at the same time draw attention to the responsibility of the service sector and education.

8. The relationship between the framing of speeding messages and changes in attitude of generation Z respondents[79]

8.1. Introduction

According to the analyses of Traffic Safety (in Hungarian *Közlekedésbiztonság*, G. I., 2022), based on data of the Hungarian Central Statistical Office (*KSH*) and police reports, one of the major causes of traffic road accidents is exceeding the speed limits, namely speeding. Vehicle drivers under 25 years old cause slightly more accidents with speeding being the leading cause in this age group, however, it becomes less common as they get older. One of the European Union's transport policy objectives is the *Vision Zero approach*, a global initiation that aims to reduce road fatalities to zero, and technological innovation can play a crucial role in this (Vision Zero Challenge, n.d.). Speed limiters, now fitted in all new cars, can make road traffic safer. But how can digital police communication add something new to enhance these technologies?

Police communication with the members of the community is a vital process, and the way the police communicate with citizens should be considered a key area of research in the digital era (Lippai & Csaba, 2021, p. 6–7). Today, police forces use social media on a regular basis, but often they simply broadcast information (Bullock, 2018). In this study, social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user generated content" (Kaplan & Haenlein, 2010, p. 61).

This research examines how visual representations of speeding are presented on a digital communication platform, namely on the Instagram profile of the Hungarian police (police_hu), and what emotions are triggered by the visual representation of

[79] The Relationship between the Framing of Speeding Messages and Changes in Attitude of Generation Z Respondents. *Magyar Rendészet*, *23*(1), 249–262.

these crime prevention messages, as well as what content respondents find convincing enough to alter their attitude and behaviour. With a mixed-method approach, and by comparing two visual representations of the topic, the study aims to explore the differences between the emotions evoked, which result from the different message framing and the self-awareness required by Generation Z. This age group was deliberately chosen because they follow the profile on Instagram in large numbers. The Hungarian Police was relatively late to appear on social media: police_hu, the Instagram-profile of the Hungarian Police was launched in 2019, and its Facebook page in 2020 (Uricska, 2021). Due to the short period of online presence, little academic literature can be found on how the police use these platforms. It is useful to know the target audience regarding the verbal and visual content shared. According to statistics (Marketer, 2023), the number of Instagram users in Hungary is 2.6 million. Of these, 860, 000 users are aged between 18 and 24 years old, and 770,000 are aged between 25 and 34 years old. The number of registered users over 55 years old is 139,000. According to the two interviews with former site administrators of the Hungarian Police,[80] 70% of the site's followers were aged between 18 and 34 in 2021. Therefore, the Hungarian Police have a huge potential to use these sites for crime prevention as well as for recruiting prospective personnel, building a brand and boosting their reputation (Uricska, 2021).

These organisations have a common interest to improve the (digital) communication skills of their social media operators and to encourage them to do their best to ensure safety. Sharing appropriate digital audio-visual content on Instagram or Facebook is of paramount importance to create a safe community environment, in this case by educating Generation Z members (Uricska & Vinczéné, 2022). The aim is to prove that, in the long term, digital communication activities must be regular and deliberate on the profiles of law enforcement units.

8.2. Speeding and framing

[80] Interviews were carried out with both former administrators of the Instagram profile of the Hungarian Police in 2021.

Speeding is still considered the most common and widespread form of traffic violation amongst drivers worldwide and one of the major causes of road traffic accidents (Touahmia, 2018). After the turn of the 20th century, Fleiter and Watson explored factors that reduce speeding, and they listed social, personal, legal as well as situational characteristics in their findings (Fleiter & Watson, 2006). "Factors that significantly predicted the frequency of speeding included: exposure to role models who speed; favourable attitudes to speeding; experiences of punishment avoidance; and the perceived certainty of punishment for speeding" (Fleiter & Watson, 2006, p. 24). Identifying, analysing and understanding these factors should be considered to be the most effective means of developing more targeted countermeasures to reduce speeding by drivers. In the 21st century, audience-centred (human-centred) strategies and design have become increasingly important and should be developed in the future because of the changing cultural specificities of our digital age. Therefore, digital police communication can also play a vital role to reduce the number of traffic road accidents caused by speeding through those messages that are posted on various social networking sites.

The term *framing* was first used by Bateson who "defined psychological frames as a spatial and temporary bounding of a set of interactive messages" (Bateson, 1972, p. 197). Framing does not mean that the communicator portrays a choice or outcome as good or bad but refers to whether a communicated option or possibility can lead to positive or negative consequences. According to Rothman and Salovey, "messages framed to highlight either the benefits of performing a behaviour (ie, gain framed) or the consequences of not performing a behaviour (ie, loss framed) lead to different decisions" (Rothnam & Salovey, 1997 cited in Suka et al. 2018, p. 2) attitudes and types of behaviour. Nabi and co-authors mention four types: "when gain-loss frames combine with kernel states, such as the attainment or avoidance of certain outcomes, there are four possible frames: (1) reaching a positive outcome (gain-framed), (2) avoiding a negative outcome (gain-framed), (3) suffering a negative outcome (loss-framed), and (4) missing out on a positive outcome (loss-framed)" (Nabi et al., 2020, p. 1109).

Visual rhetoric studies visual elements for their communicative and persuasive properties (Patton, 2020). It uses images as the main tool of persuasion and it is the

most widely used approach (Barnhurst et al., 2004). Visual images are more than a simple representation of a painting or picture because the viewer transforms the message into a symbol by cognitive processes (Patton, 2020). However, according to Foss, visual images must meet three criteria to be called rhetoric: "1) symbolic interaction, (2) human intervention, and (3) presence of an audience" (Foss, 2005, p. 144 cited in Patton, 2020, p. 128). In this study, the third criterion bears vital importance, i.e., whether the perception and the coded meaning of a visual image reach the aim, accordingly visual rhetoric is suitable for shaping public relations and dealing with social problems.

Visual content is an important part of media communication, but framing is usually "examined in textual contexts" (Geise, 2017, p. 1). "Visual framing can be defined as the process of choosing certain aspects of a »perceived reality« and emphasising them more than others through the mode of visual communication" (Parveen & Showkat, 2020, p. 7). According to the *Mediation model* (Schuck & Feinholdt, 2015, p. 6), which was used in political communication, framing of media content affects emotions about political opinions or perceptions, and therefore, affects attitudes and behaviour as well. The model can also be useful in police communication. Media content transfers the stimulus. Elements that convey news frames can trigger emotions. By measuring emotions, they can be detected. At the same time, emotions play a mediating role and, with the right measurement, changes in opinions and attitudes can be measured.

The predictive power of seeing emotions as frames has been supported in recent research (Nabi et al., 2020). In addition, there are controversies in the relevant literature on gain- and loss-framed messages as "there seems to be some contexts in which loss-framed messages are equally or more effective than gain-framed messages" (Suka et al., 2018, p. 2). Chaurand and colleagues stated that gain framed messages can be more efficient in promoting safe behaviour in speeding than loss framed ones (Chaurand et al., 2015). Therefore, it is uncertain which message frame motivates people more to avoid speeding or to prevent car accidents by means of digital police communication.

The visual images about different types of crime and crime prevention used by the police as a communication tool on social media have the same potential (Abd al

Hayy, 2016). Although the literature on the topic of framing is abundant, “little is known about the affective dimension of gain and loss framing and its potential impact on persuasion” (Suka et al. 2018, p. 1107) in digital police communications.

Given the potential for visual interventions to improve citizens’ attitudes and behaviour for crime prevention purposes, digital visual communication is one of the components of policing that can provide the appropriately structured information needed for effective, modern and innovative policing. Therefore, individuals and communities can make better decisions about their own attitudes and behaviour. Effective and goal-oriented digital police communication can lead to positive changes in users’ behaviour towards crime prevention and safety.

8.3. Research questions

Based on the theoretical background and literature on visual rhetoric and framing, the current study has three main aims:

(RQ1) to identify the negative messages that can change the speeding behaviour of Generation Z members;

(RQ2) to identify the triggered emotions that participants mentioned, and which they believed worked in relation to preventive messages;

(RQ3) to determine whether there is a need for anti-speeding messages for Generation Z members on digital platforms.

8.4. Research design and methodology

8.4.1. Method

In this preliminary study, an observed visual sample of speeding was selected by systematic sampling and a questionnaire survey was conducted among Generation Z members (N=16), using the emotions-as-frames perspective to examine the triggered emotions and their impact on persuasiveness. The study was embedded within a broader project, and only the variables specific to this report are being described.

The current preliminary study aims to examine affective and cognitive responses given to speeding as part of a longer questionnaire (Uricska, 2022d), but it is planned that the results regarding drunk driving and drug use will be published in detail in following works.

The aim of this study is twofold: first, to code the titles of visual images and then to measure the emotions evoked by the images presented by the Hungarian police on Instagram, and second, to observe how visual framing works in police communication in the case of speeding under different outcomes. Respondents' opinions and emotions were observed by using a self-report questionnaire on the perceived emotions and their convincing power (N=16).

8.4.2. Measures

Data collection was performed in multiple stages. First, systematic sampling was carried out to search for images on three topics on three police communication platforms: Instagram, Facebook, and the official website of the Hungarian police. In the first case [Experiment 1], pictures of vehicles involved in an accident, pictures of a speedometer or a police officer at a road check were the most common, so two images were chosen for the verbal frame *drive carefully*.

The aim was to explore the emerging trends using visuals in police social media, and the study used quantitative and qualitative semiotic approaches. Generally, quantitative content analysis focuses on surface-level content, while qualitative approaches aim to examine the hidden meanings in content (Krippendorf, 2013; Neuendorf, 2017). As it can be unique how to interpret the meaning of visual images, both approaches can be applied to fully understand a complex issue represented by them. Using a quantitative approach, the complexity of every single image can provide an opportunity to focus on the manifest, surface-level, while the qualitative approach offers an opportunity to see more than a sheer image, and search for latent meaning (Krippendorf, 2013; Neuendorf, 2017).

The two images illustrate speeding and its possible consequences: an image about a car crash and a speedometer are presented. The first image presented speeding in an unusual way, which has become known worldwide as the *Tetris challenge*. First

posted by a police patrol in New Zealand in November 2018 (New Zealand Police, 2018), the campaign became extremely popular on social media from 2019. All over the world, in Hungary as well (Magyar Rendőrség, 2019a; Magyar Rendőrség, 2019b), service providers such as police officers, firefighters and ambulance departments lay down next to their patrol car, surrounded by the equipment they use in their work in order to participate in the new project. The main messages of the new campaign are to involve citizens in prevention, to warn them not to exceed the speed limits, and to reduce the number of traffic road accidents.

Even public administration organisations with strict hierarchical structure took part in the initiative, presenting their profession in an innovative and creative way, as traditional authoritarian forms of education and communication are not achieving their goals in the 21st century (Barnucz & Uricska, 2020; Barnucz & Uricska, 2021). Generation Z members do not accept authoritarian communication style, they witness that the necessity of human skills is replaced by automation and digitalisation (Valintine, 2019), online education, social media and social networking sites (Uricska & Suták, 2022) are also integrated into the higher education with the presence of the members of Generation Z.

The images: Tetris challenge and a speedometer



Image 17. Tetris challenge
(Source: Instagram, police_hu)[81]

Following image selection, a questionnaire was completed, in which three main factors were observed:

– a possible title for both images;

[81] Retrieved 24 June 2023 from https://bitly.ws/3ed9h

– the first emotion evoked in both images;

– and their persuasive power in the expected outcome, namely changing attitudes towards speeding.



Image 18. Speedometer
(Source: Instagram, police_hu)[82]

The participants applied voluntarily from the Generation Z acquaintances of the author. They were asked to express their opinion about the visual representation of the type of crime they saw. The respondents were asked to give a short title for each image, and to decide what emotions they evoke and what content might affect attitude and behaviour, which in turn would influence them in preventing or avoiding such incidents. The evoked feelings were measured through self-reported responses, and in the third phase of the research, the responses were analysed and coded in line with the research questions. In the future, the research will be extended for a larger sample size.

8.5. Results

8.5.1. Participants

The questionnaire was administered to members of Generation Z of both genders, mainly from Hungary, however, there were respondents from Germany and Austria as well. There were eight female (n=8), and eight male (n=8) respondents with an

[82] Retrieved 24 June 2023 from https://bitly.ws/3ed93
The hashtag #hogymindenkihazaérjen (approximately *#gethomesafely*) was removed from this research, but it can be interesting new research how the results change with the gain-framed verbal message.

average age of 17.6 years, as only those born between 1995 and 2008 were asked to participate.

8.5.2. Speeding

Having provided some background information (age, gender), the respondents were asked to give some titles to the visuals. The consequences and possible outcomes of speeding are also indicated. After looking at the first image (left side – Tetris challenge), the respondents' answers were coded according to the suggested titles. The first code was an *accident*, and six members wrote this word, one member wrote the synonym *crush* in Hungarian, and one in English. The following answers were coded: *accident* (4 times), *karambol*, crush (with a spelling mistake in the intended meaning in English, when the participant meant *crash*). There were two additional responses that included the word *accident,* but adjectives were also added, these are *fatal accident* and *tragic accident*. Only one title referred to the driving manner of the drivers in the word *nuts.* The other responses expressed complete phrases and opinions referring to the driving style and its consequences. The majority of respondents stated that they had felt sorrow (10 cases). Fear (3 cases), anger (2 cases), and contempt (1 case) were the least common.

The second was a neutral image (right side) – a speedometer – as the police are usually criticised when they use speedometers as a tool to prevent speeding. The results suggest that the type of message frame controls "the emotional response elicited in the audience, with gain frames inducing positive emotions and loss frames inducing negative emotions" (Nabi et al., 2020, p. 1107). Participants' answers suggest that negative representations triggered mainly negative emotions. The verbal message *drive carefully* can be seen as gain-framed (see page 3); the participants want to avoid a negative outcome (Nabi et al., 2020). "Investigating the specific influence of negative emotions would provide crucial information to better understand how negative emotions can influence risk-seeking behaviors in the framing effect" (Habib et al., 2015, p. 2). According to the literature, the two anticipated emotions were anger and fear (Habib et al., 2015; Lewis et al., 2007). However, the majority (62. 5%) felt the emotion of sadness when viewing the *drive*

carefully framed image. The results indicate that directly delivered educational messages, embedded in shocking content will have a much greater impact.

The results also prove that the type of message frame influences the emotional response caused in the audience (Nabi et al. 2020): when the police are portrayed as an authority, the messages mostly evoke astonishment (56%), however, when the police are portrayed as a service provider, respondents feel sorrow (62%), and their aim is to avoid a negative outcome. These messages can be considered gain-framed, as Nabi and colleagues highlighted in the second type of framed messages (Nabi et al., 2020).

According to the self-reports, the emotion of sadness can influence attitude and behaviour, and generate a sense of responsibility among Generation Z members. In response to the question about which picture was more convincing, 14 respondents (87.5%) chose Image 1 *(Tetris challenge)* and only 2 chose (22,5%) Image 2 *(Speedometer)*. When they were asked to justify their choice, this persuasive strength also emerged in the answers: "Seeing what a huge tragedy can be caused just by driving even a little faster, I think I will be more careful to avoid terrible accidents like this one" and "deterrent example" or "it discourages many people from speeding". However, the police are usually attacked because of the application of the speedometer in preventing speeding, the effectiveness of this tool is also demonstrated by responses, e.g., "Nowadays, I think people are more affected by the sight of a speedometer than by an accident, which they see or hear on the news or radio and they feel nothing but pity and sadness. But with a speedometer, they know it is there, so they slow down […]."

After coding the responses based on the first image, the most frequent nouns were *consequence*, *deterrent*, *accident* and *victim*, and the most frequent adjectives were *serious*, *visible* and *convincing*, suggesting that through cognitive processes, the image had a persuasive power on the respondents. Results also suggest that albeit both images were loss-framed messages visually, the first one elicited the avoidance of a negative outcome (gain-frame) by evoking the emotion of sadness, which has the potential to change attitude and behaviour, and create a sense of responsibility among Generation Z members (see Appendix 1). The possibility that participants

may get hurt shows a strong relationship with perceived levels of persuasion to avoid accidents.

8.6. Ethical considerations

Because the images and themes are sensitive, traumatic experiences or involvement in them may trigger heightened emotional reactions. Participants should be asked beforehand if they have had any traumatic experiences related to road accidents, speeding or drug use. It is also essential to warn them that the images may disturb their peace of mind.[83]

8.7. Future research and limitations

As more and more citizens will use digital platforms in the future, continuous research is needed on how best to present both visual and verbal information that is not only present-day and relevant but also educational (Barnucz & Uricska, 2021; Barnucz, 2022; Dominek & Barnucz, 2022). If digital visual police communication is designed correctly, digital crime prevention messages can present content in a way that can enhance a change in the attitude and behaviour of citizens, therefore they may prevent accidents. While this study might be pioneer one to promote social networking sites used by police forces for crime prevention purposes, and to analyse the emotional impact of speeding messages on attitude change among Generation Z members, further research is needed. In the future, repeated and extended research would be advantageous, using more images and a larger sample to understand better how the presented content influences the attitudes of Generation Z respondents.

8.8. Conclusion

The present study has aimed to investigate the relationships between emotions and

[83] Before sending the questionnaire to Generation Z respondents, the author of the article sent a message about the issues and images of the questionnaire and asked them whether they wanted to participate in the research.

negative road safety messages that often appear in road safety advertising and that govern emotions and behavioural change. The focus was mainly on the visual content of digital police communication and the organisational communication goals of the police, namely how the police use images for crime prevention purposes and how visual speeding messages can influence the followers, in this case Generation Z respondents.

In response to RQ1, both visual and verbal message framing may influence emotional responses to crime prevention messages, however, in connection with Image 2, the original content should be examined in parallel with Image 1 (*Tetris challenge*) and Image 2 (*Speedometer*) but with the gained-framed verbal message. The crime prevention content created by law enforcement agencies may also influence the willingness to see further messages, raise awareness, and promote attitudinal and behavioural change. The results suggest that an image with a visual hook in crime prevention messages is persuasive among Generation Z members. The main purpose is to capture the attention of the audience by a visual image and maintain their interest (Dhanesh & Rahman, 2021). "The visual hook as being a decisive element in framing stories" (Dhanesh & Rahman, 2021, p. 5) has a potential to grab the audience's attention, as in the experiment, Image 1.

In response to RQ2, loss-framed images make people think about these problems and leave deeper imprints on memory that are otherwise forgotten in everyday life. Such images have an awareness-raising function and may trigger a change of attitude and behaviour in Generation Z respondents in order to avoid accidents. This has resulted in a stronger preference for risk-avoidance behaviour, and the exercise could therefore provide valuable information for public administration organisations.

In response to RQ3, the study aims to present the emotions that are triggered by police news frames, which use visual representations of crime prevention messages. Preliminary results show that respondents believe that it is necessary to use visual content in crime and accident prevention (81.5%) and that the emotions may play a key role.

These findings confirm that emotional responses can provide a pathway through which gain- and loss-framed messages exert persuasive influence, and police communications are vitally important in crime prevention by applying audience-

centric strategies on social media in the future. This study has integrated the results of a preliminary study on digital police communications with the perspective of emotions as frames, and the topic offers a number of explorable avenues for future

9. Conclusion

9.1. Research results

Based on the results of the research in the sampling period of the case studies, it can be said that the content of the Instagram profile served the members of the community to a great extent and can be considered as a good practice of external communication of the Hungarian police, although the content can be improved taking into account the results of the research.

The emergence of the information society affects the labour market and educational processes, it is going to transform the labour market and result in the demand for new professions. Digital communications officers are required to fulfil these positions worldwide. In line with the principles of e-community policing, these officers have to create content that is able to change attitudes and behaviour, can enhance the relations between the police and the community, can enhance trust, and have an impact on crime prevention and accident prevention, digital literacy and communication skills are essential. Education must prepare for these educational processes (Dessewffy, 2019) or adapt its existing training to the challenges of the labour market (Bieleń & Kubiczek, 2020).

However, while various traditional information channels might take advantage of the principle of sharing real-time information, they are not able to maintain two-way, partnership-based communication. Based on empirical research of the content of posts created on the Facebook page and Instagram profile of the Hungarian police, the knowledge how to create proper digital discourse and use professional language in policing is essential, and therefore, knowledge of the specificities of digital communication and the development of appropriate digital competences have become essential for the performance these certain jobs.

For law enforcement units, online organisational presence is essential to reach members of the public and to facilitate effective communication and participation. Linguistic research on this topic is also part of professional and bilateral partner communication with members of the public in crime prevention and law enforcement.

Posts on law enforcement profiles on social networking sites provide an excellent opportunity to keep abreast of the latest news and to catch up with immediate changes in language and vocabulary. Hungarian language sites are excellent for developing translation, rhetorical (Aczél et al., 2015; Aczél, 2016) and communication skills. Students can access the content shared here outside the classroom. The platform is not tied to a class, an instructor or a social networking site, so it can be extended in time and space. The practicality of the site is also demonstrated by the fact that you can return at any time to continue reading and browsing for new news.

The educational relevance of the research can be considered important, a new and modern concept can be developed: the topics investigated can be integrated into the digital law enforcement communication curriculum, and the vocabulary found on the English language sites can be integrated into the curricula of law enforcement language education.

Based on the surveyed interfaces and the sampling periods, it can be stated that there is no a uniform organisational communication strategy on the online platforms for Hungarian police units. Their content depends on the training, the spirit, and the conscientiousness of the site administrators and the commitment of the organisation's leaders to social media, as can be read in several international studies (Bullock, 2018; O' Connor & Zaidi, 2020).

Agreeing with Bullock (2018), the use of social media in practice by law enforcement officials and the strategy is challenging, but the use of technology alone will not bring about the wider organisational and cultural changes needed to transform police-citizen communication (Bullock, 2018). Yet, my research dilemmas include how to encourage platform operators to create a consistent, predictable content that would develop citizen-centred communication, particularly for future generations.

The primary objective as a solution would be to adapt and apply new technology appropriately, including the development of appropriate training for communication professionals (Putra, 2021).

9.2. Future perspectives

Using social networking sites for crime and accident prevention purposes and for education belong to the course of the future. It is also a possible direction to explore the possibilities, traits and the persuasiveness of crisis communication on these platforms. In the Spring semester of the academic year 2023/24, I was given the chance to teach crisis communication in Hungarian. Besides several other interesting works, there was a police-related topic in relation to crisis communication. I teach the course this year as well, however, new ideas, new topics have emerged. The digital organisational communication on crises in a Hungarian setting is also a future direction to be observed. The research might include how to encourage platform operators to create a consistent, predictable audience-centred content, as well as how to educate the members of the next generations and persuade them for using the online sphere properly and for following the sites of the police agencies for prosperous aims.

In conclusion, the research of social networking sites provides tremendous potential and ideas on how to enhance organisational communication. This work is the first dissertation of digital police communication in Hungary. It may contain some novelty for law enforcement officials, professional experts and teachers who are concerned with communication and work in the field of law enforcement. Everyday citizens, students who have little or no knowledge of digital organisational communication can use this work, too. Police science is a new research field in Hungary, therefore there is a need to improve law enforcement to a scientific level. Conveying and applying proper communication can help organisations fulfil the role they are supposed to represent, as only organisations that carry out their function can establish and maintain two-way communication based on trust. And, conversely, only an organisation open to the community can entirely fulfil its role in the community.

Finally, the form of the article-based dissertation was chosen deliberately. Since the beginning of my PhD studies, I have completed publications regularly and I have collected several subtopics of possible future directions on the internal and external organisational communication of law enforcement agencies abroad and in Hungary.

The author of the dissertation would like to continue the observation nd analysis of *other Instagram profiles* and publish her following works in English, due to two unnamed educators[84] in Hungary who tried to steal and use her work, and infringe the intellectual property rights during her doctoral studies and after her draft dissertation defence. It is possible that the formerly mentioned profiles will be compared at international level as well as the sites of other independent police organisations.

The topics can be provided as ideas for my future supervisees, and I am curiously waiting to engage myself with new teaching challenges.

The topics can be provided as ideas for further publications and my future mentees, and I am curiously waiting to engage myself with new teaching challenges.

[84] The popularity and novelty of the topic are proven by the fact that two unnamed educators abused the author of this work online on social media with aiming at personal information, sharing personal data, however analysing of these posts and naming these crimes are out of the scope of this doctoral dissertation.

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Appendices

Appendix 1: Some opinions given about the images[85]

Image 1	Image 2
It foreshadows the possible consequences.	Nowadays, I think people are more affected by a speedometer than an accident, because they see one, or hear about it in the news and feel nothing, but pity and sadness. But, when they see a speedometer, they know it is there, so they slow down.
Deterrent example.	
Seeing what a huge tragedy can be caused just by driving even a little faster, I think I will be more careful to avoid terrible accidents like this one.	
It is much more descriptive.	
It discourages many people from speeding.	
It has a much deeper effect on emotions.	
Because the consequence is visible.	

[85] As the issue is sensible, and the main aim of the article is to focus on prevention, only those answers are listed that are relatively neutral and might not hurt the feelings of the possible readers of the Journal.

Appendix 2: Legislation and other instruments governing public organisations

1994. évi XXXIV. törvény a Rendőrségről [Act XXXIV of 1994 on the Police]

30/2011. (IX. 22.) a rendőrség szolgálati szabályzatáról szóló 30/2011. (IX. 22.) BM rendelet, 73. A rendőr nyilvános szereplése [Decree of the Ministry of Interior No. 30/2011 on Police Service Regulations. Section No. 73 'Public appearance of the police officer']

10/2013. (III.14.) ORFK utasítás a médiatartalom-szolgáltatók részére adható tájékoztatás rendjéről [Statement 10/2013 of the Hungarian National Police Headquarters on the Order of Providing Information for Media Content Providers]

2015. évi XLII. törvény a rendvédelmi feladatokat ellátó szervek hivatásos állományának szolgálati jogviszonyáról [Act XLII of 2015 on the Service Status of Professional Members of *Law* Enforcement Agencies]

1536/2016. (X. 13.) Korm. határozat a köznevelési, a szakképzési, a felsőoktatási és a felnőttképzési rendszer digitális átalakításáról és Magyarország Digitális Oktatási Stratégiájáról [Government Decision No. 1536/2016 (X. 13.) on the Digital Transformation of the Public Education, Vocational Education and Training, Higher Education and Adult Education Systems and on Hungary's Digital Education Strategy]

41/2019. (XII. 13.) ORFK utasítás a közösségi média és az internetes felületek rendőrségi használatáról [Statement 41/2019 (XII. 13.) of the Hungarian National Police Headquarters on the use of social media and the Internet by the police. *Section 37]*

Appendix 3: Glossary of key terms

administrative body: the smallest unit of the administrative organisational system. A public body that performs administrative tasks defined by law within its area of competence in the possession of public authority (Józsa, 2018).

b) a mode of organising knowledge, ideas, or experience that is rooted in language and its concrete contexts (Merriam–Webster Dictionary, n. d.)

communication goal: certain aim of the communicating parties. It is generally for the sender of the message to get the message to the receiver, and of course for the receiver to understand or react to it: to think, to initiate a response communication, or to act (Goldreich et al., 2012).

communication strategy: organisational communication to fulfil its mission and reach organisational goals (Hallahan et al., 2007). A comprehensive concept that defines long-term goals, actions and tasks that can be effective tools for achieving organisational goals (Molnár, 2018, p. 11)

community policing: a philosophy that promotes organisational strategies which support the systematic use of partnerships and problem-solving techniques, to proactively address the immediate conditions that give rise to public safety issues such as crime, social disorder, and fear of crime. Community policing relies on collaborative partnerships between the law enforcement agency and the individuals and organisations they serve to develop solutions to problems and increase trust in police; the alignment of organisation management, structure, personnel, and information systems to support community partnerships and proactive problem-solving efforts must be achieved (U.S. Department of Justice, 2009).

digilect: A "way of using language, a new variety of language" (Veszelszki, 2017, p. 36) in electronic and digital media, and "depending on the focus, digilect can be considered a sociolect, a mediolect, or even a stylistic layer" (Veszelszki, 2013, p. 436).

digital communication: the use of online tools like email, social media messaging and texting to reach other individuals or a specific audience to share a message. Even

something as simple as reading the text on a webpage like this can be considered digital communication.

digital discourse: It is not a homogeneous practice in the online sphere, a special linguistic variant that has a relative place and importance in each language (Thurlow, 2018). It is a set of variables in typography (spelling, word choice, sentence structure); meaning (i.e., symbols, words, statements); interaction (e.g., topic expression, feedback, spellings); and social function (e.g., identity markers, humour and wordplays, and solving conflicts) (Herring, 1996, 2001, 2011). They are not only linguistic variables, but context-dependent elements of the language of new media that operate on three principles: discourse, multimodality and ideology (Georgakopoulou, 2006).

digital policing discourse: a language variant and visual content created by law enforcement units on various social networking sites in order to gain the trust of the public (community), and improve the relationship between the police and the public (community), to persuade the members of the public to cooperate in solving problems that concern them, such as crime and accident prevention.

direct communication: a) an aspect of the relationship between the parties; the sender (communicator) and the receiver are present in the same space and time, and can see or hear each other (Buda, 1986, p. 24); b) messages are conveyed primarily by the words, and they depend on the literal interpretation of the words (Joyce, 2012).

discourse: a) formal, orderly and usually extended expression of thought on a subject

external police communication: The transmission of all kinds of information to the media and the public through various communication channels (Maguire and Wells, 2009)

indirect communication: a) communication through various technical and social mediators (Buda, 1986, p. 21); b) meaning that is not conveyed by the words used but by nonverbal behaviours ("pauses, silence, tone of voice" [Ting-Toomey, 1999, p. 100]), implication, understatement, and a widely shared understanding of the context of the communication.

internal organisational communication: the management of strategic relationships and interactions, impacting organisational effectiveness and as a systematic process

and distribution of information at all levels (Verghese, 2017, p. 104). The communication practices among the members of the organisation. Its quality is determined by the relationship among the participating parties.

law enforcement: the administrative activity whose social function is to avert and prevent the dangers arising from unlawful human behaviour (Finszter, 2016, p. 61)

miscommunication: A communication failure that is closely related to interlocutors' differing linguistic and social backgrounds (Tzanne, 2000, p. 6). It occurs whenever the content or message of an interaction has not been adequately conveyed from one person to another (Tzanne, 2000)

multi-way communication pattern is the process of communication occurring in a group where the communicators and communicants will exchange ideas in a dialogical way (Hastasari et al., 2022, p. 3)

new media: communication technologies that enable or enhance interaction between users as well as interaction between users and content. Its singular form denotes change, internal and systemic transformation, not novelty, which is implied by the singular form. It is a new form of content acquisition through new media technology (Aczél, 2010, p. 109)

one-way communication: Message sending in which feedback or dialogue is minimal or impossible (Oxford Reference Dictionary)

organisation: a unit whose main characteristic is that it is created to perform or carry out a specific task. Communication, whether internal or external, is a prerequisite for its proper functioning. Organisation is used in this work in its broadest sense, referring to corporations, for-profit and nonprofit organisations, activist groups, nongovernmental organisations, organisations promoting various forms of social change, political parties or movements, and government organisations (Hallahan et al., 2007)

organisational communication: The communication processes within and outside the organisation to achieve the goals and mission of the organisation. Strategic, goal-oriented activity and discourse to achieve defined goals and outcomes (Self, 2015). Dialogic, committed to building relationships, understanding and authentic debate through discourse or dialogue in the public sphere (Self, 2015).

police: In general, the official organisation that is responsible for protecting people and property, making people obey the law, finding out about and solving crime, and catching people who have committed a crime (Cambridge Dictionary). An organisation whose main tasks are to protect public safety and internal order, enforce the law and certain rules, and prosecute offenders. The name refers to a single function of guarding (Finszter, 2018, p. 24)

police communications: social communication whose tasks are crime prevention, crime detection, preparation of justice, maintenance and restoration of public order and safety, and accident prevention. The wide range of information used by the police, the way that it is handled, and all written and verbal communication within and outside the organisation (Molnár, 2018, p. 9). Formal and informal manners of communication that can be internal or external

policing: the whole spectrum of public authority functions, part of the public administration. The use of the term carries a functional meaning as it refers not only to the organisation but also to its activities (Finszter, 2018, p. 24; Solar, 2015)

policing digilect: the author's concept, referring to Ágnes Veszelszki's term digilect (2017a, 2017b) ~ is a language variant that has specific quantitative and qualitative features, and used on profiles on social networking sites operated by police units (Uricska, 2020) as a communication practice in the online sphere. It is a conscious communication practice, a more informal stylistic layer in order to gain the trust of the public. By applying it, proper use of language can be one of the tools with which police–community relations can be improved and rearranged in the long run.

strategic communication: purposeful use of communication by an organisation to fulfil its mission (Hallahan et al., 2007).

The concept can be approached from two directions: internal communication determining the relationship among the members of the organisation, and external organisational communication brings the decisions made as a result of intra-organisational communication to the attention of the outside world (Kiss-Pallai, 2018 translated by EU).

two-way communication: the communicator and communicant interchange their functions in communicating (Hastasari et al., 2022, p. 3)

Appendix 4: The author's works

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