

Abstract

The impact of Generation Z (Gen-Z) dynamics on global political communication during elections is examined in this academic journal. Being highly political in their values and well-known tech-savvy, the newest wave of Gen-Z has been eligible to vote in most countries and will continue to contribute forward. The research examines broader trends across two different areas, namely, American and Asian countries, using a comparative case study (CCS) approach by comparing case studies from the latest elections of United States of America, Canada, India, and Indonesia. The findings show a considerable movement toward the employment of digital media by political stakeholders, reflecting the altering environment of political discourse. Additionally, the study underlines the unique ways utilized by Gen-Z individuals to indicate their increasing engagement in political processes, offering light on the increasing role of this generation in shaping current politics worldwide. These findings contribute to a more complete understanding of the shifting dynamics of political communication in the digital era.

Keywords: Election; Political Communication; Gen-Z; Political Campaign; America; Asia