

Specifics of Political Crisis Coverage: Examples of Western and Georgian Media

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Abstract

The influence of the media becomes particularly evident during political crises, when public attention is concentrated on political confrontation and instability. Under such circumstances, the media functions not only as a channel for the dissemination of information, but also as an active arena in which interpretative frameworks are constructed, through which society perceives and understands crisis events. A political crisis creates a distinctive informational environment in which the production, selection, and interpretation of information become central mechanisms of political communication.

During periods of crisis, the role of the media increases significantly, as this is precisely the time when political actors receive intensive coverage and public perceptions are actively shaped. The media constructs a symbolic reality through which the crisis is not only reflected, but also framed within specific interpretative patterns. Consequently, the coverage of political crises represents not only an informational process, but also a discursive practice that exerts substantial influence on the public understanding of political events, the attribution of political responsibility, and the development of democratic processes.

The aim of this paper is to analyze the specific characteristics of political crisis coverage through the examples of Western and Georgian media, based on a comparative study of media discourse, narrative structures, and interpretative frameworks. The research seeks to identify how the coverage of crisis events differs across various media systems, which factors determine the style and content of reporting, and how these processes influence the formation of public perception and political legitimacy.

Methodologically, the study is based on a mixed-methods research design that combines qualitative and quantitative approaches. The qualitative analysis includes discourse and comparative analysis of media texts, enabling the identification of journalistic narrative strategies and interpretative models.

Quantitative analysis is employed for the systematic evaluation of media content, including the assessment of thematic distribution, the frequency of sources, and the intensity of actor representation. The empirical material consists of news and analytical programs from Western and Georgian television media, selected according to specific periods of political crisis.

The findings of the study demonstrate that the coverage of political crises in Western media is more strongly grounded in professional standards, resulting in comparatively balanced and multi-sourced discourse. In contrast, Georgian media reveals a tendency toward content polarization, selective use of sources, and the dominant representation of political actors, which frequently leads to bias. The research

also confirms that the media plays a significant role in the processes of legitimizing and delegitimizing political actors.

In conclusion, the study emphasizes the importance of the institutional media environment and professional ethics in determining the quality of political crisis coverage, while also making a significant contribution to both theoretical and practical media studies.

Keywords: political crisis, media coverage, democratic processes.

Introduction

In politically crisis-driven situations, the influence of the media on contemporary political processes becomes particularly evident, especially when public attention is intensely focused on institutional conflicts, political instability, and confrontation. In such circumstances, the media functions not merely as a technical means of disseminating information, but also as an active socio-political arena in which interpretative frameworks are constructed, through which audiences perceive, analyze, and evaluate ongoing events. The discourse shaped by the media plays a decisive role in defining the nature of the crisis, identifying responsible actors, determining which political narratives dominate the public sphere, and shaping public attitudes toward specific political processes.

A political crisis creates a distinctive informational environment in which the selection and processing of information become one of the most important mechanisms of political communication. During periods of crisis, the flow of information is often characterized by intensity and, in many cases, by a certain degree of chaos, which requires the media not only to operate promptly, but also to demonstrate a high level of professional responsibility, ethical awareness, and adherence to journalistic standards.

Political crisis, as a condition of social and institutional tension, generates an informational environment in which the responsibility of the media increases significantly. In crisis situations, citizens frequently rely on the media as their primary source of information regarding current events; through media coverage, they evaluate political actors, interpret the causes of conflict, and shape their own opinions and attitudes. Consequently, the media possesses the capacity both to provide objective and balanced information and to intensify political confrontation, deepen social polarization, and reinforce conflict-oriented discourses.

The role of the media becomes even more significant during crises because such situations involve the intensive visualization of political actors and the active formation of public opinion and social perceptions. The media constructs a symbolic reality through which political crises are not only reflected, but also shaped through specific interpretative forms. Linguistic strategies, visual narratives, thematic emphases, and principles of source selection employed by the media substantially influence the way society perceives political processes. Therefore, the coverage of political crises should be understood not only as an informational practice, but also as a discursive process that shapes political reality and participates in the construction of political legitimacy and symbolic power relations.

Positive or negative attitudes expressed by the media toward political actors significantly influence the level of public trust in state institutions, opposition groups, and civic protest movements.

In the coverage of political crises, particular importance is attached to such principles of journalistic ethics as accuracy, impartiality, the distinction between facts and opinions, source verification, balance, respect for human dignity, the prevention of hate speech, and the protection of the public interest. Violations of these principles during periods of crisis may become not only a professional issue, but also a challenge to public security, democratic culture, and the protection of human rights.

Within the context of Georgian media, the coverage of political crises acquires particular significance, as the country's media environment is often characterized by political polarization, associations with partisan interests, sensationalism, and the prevalence of emotionally charged narratives. In such an environment, it is essential to evaluate how citizens perceive the role of the media during political crises and to what extent they regard it as an institution oriented toward the protection of professional standards.

The present study examines precisely this problematic field. Its purpose is to analyze, on the basis of quantitative data, respondents' attitudes toward the coverage of political crises by Georgian and Western media, to identify the main trends related to media credibility, ethical standards, political bias, and disinformation, and to formulate recommendations for strengthening professional standards.

The primary objective of the research is to evaluate the role of the media and professional responsibility in the coverage of political crises from a comparative perspective of Georgian and Western media systems. In order to achieve this objective, the following research tasks were identified:

- To identify public perceptions regarding the extent to which Georgian media operates freely in the coverage of political crises and to determine the degree to which it is perceived as politically polarized;
- To assess respondents' attitudes toward the level of compliance with journalistic ethics, as well as to analyze perceptions of the dissemination of disinformation and unverified information during periods of political crisis;
- To examine the impact of social media on the coverage of political crises and the dissemination of information, and to determine the extent to which respondents participating in the study consider the distinction between fact and opinion to be important;
- To evaluate the comparative perception of Western and Georgian media in terms of the protection of human rights and adherence to professional standards, and to develop recommendations for improving professional and ethical media practices.

The study also examines contemporary theoretical interpretations of the relationship between media and democracy. In a democratic society, the media constitutes an essential component of the public sphere, ensuring the free circulation of information, the existence of political pluralism, and the informed participation of citizens in public life. However, it should be noted that during periods of political crisis, this function of the media often becomes increasingly complicated, as such circumstances intensify the influence of political pressure, commercial interests, and informational manipulation. Therefore, the study of crisis journalism is regarded as one of the significant directions in contemporary media research.

Research Methods

The research methodology combines both qualitative and quantitative approaches. The qualitative analysis includes discourse and comparative analysis of Georgian and Western media texts, enabling the identification of journalistic narrative strategies, interpretative models, and the mechanisms through which political narratives are constructed.

Quantitative analysis is applied to the systematic evaluation of Georgian media content. A structured online questionnaire was used as the primary research instrument, incorporating demographic, thematic, and evaluative sections. A total of 160 respondents participated in the study. The collected data provides significant empirical insight into how respondents perceive the role and performance of the media in the coverage of political crises.

The main research instrument was a questionnaire-guide, which consisted of a list of issues and thematic directions used as general guiding frameworks for the study. The questionnaire included several major thematic areas:

- The role of the media during political crises;
- The credibility and impartiality of Georgian media;
- Compliance with standards of journalistic ethics;
- Perceptions of political polarization;
- The dissemination of disinformation and unverified information;
- The influence of social media;
- Comparative evaluation of Western and Georgian media;
- The protection of human rights during crisis coverage;
- The influence of the media on public opinion and democratic processes.

In the process of data analysis, principles of descriptive statistics were applied, including percentage distribution, average indicators, and thematic interpretation. The findings were analyzed according to the logic of academic research, which implies not only the description of data, but also its interpretation within broader theoretical and social contexts.

The demographic characteristics of the 160 respondents participating in the study constitute an important basis for the accurate interpretation of the results. The distribution of respondents according to gender, age, and profession demonstrates that the research reflects the attitudes of various social and professional groups.

The study also ensured gender-balanced representation and provided an opportunity for the perspectives and experiences of both women and men to be reflected in the research. A significant proportion of respondents were female, while the remaining participants were male. This indicates that the study was not limited to a single social group, but instead included participants with diverse experiences and social backgrounds.

From an age perspective, the study involved younger, middle-aged, and older respondents. The survey included working-age participants between 18 and 65 years old, as well as respondents aged 65 and above. Different age groups were given the opportunity to express their specific views regarding the research

topic. Such an age distribution is particularly important, as perceptions of political crisis coverage may vary across generations. Younger respondents generally tend to use social media and digital platforms more actively, whereas older age groups are often more oriented toward traditional media outlets, particularly television.

In terms of professional background, the respondents included journalists, representatives of the academic sphere, students, specialists from various professional fields, and citizens interested in ongoing public and political processes. The participation of journalists and representatives of academia is especially significant, as their evaluations reflect not only the perspective of media consumers, but also that of professional observation and analysis.

Such a demographic composition provides the research with a multidimensional character and allows the findings to be interpreted both as a reflection of general public attitudes and as professionally informed assessments.

Research Findings

The findings of the study demonstrate that the coverage of political crises in Western media is comparatively more grounded in professional journalistic standards, ensuring a multi-sourced, balanced, and fact-oriented discourse. In Western media practice, particular emphasis is placed on fact-checking, editorial control, and the protection of political pluralism. In contrast, Georgian media frequently demonstrates content polarization, selective use of sources, and the dominant representation of political actors, which in many cases results in biased and emotionally charged coverage.

The research also reveals that the media plays a significant role in the processes of legitimizing and delegitimizing political actors. Narratives constructed by the media influence the public interpretation of political events, the attribution of political responsibility, and the societal evaluation of crisis processes. Thus, media activity during political crises is not limited merely to the dissemination of information; it actively participates in the construction of political reality and the structuring of public opinion.

In conclusion, the study emphasizes the importance of the institutional media environment, professional ethics, and editorial independence in determining the quality of political crisis coverage. The paper demonstrates that the development of a democratic media environment requires the strengthening of professional standards, effective self-regulation of journalistic ethics, and the improvement of professional practices in crisis journalism. The research contributes significantly both to theoretical media studies and to the development of practical analyses of political communication and democratic processes.

The findings of the study also demonstrate that respondents assign considerable importance to the role of the media during political crises. This finding indicates that society perceives the media not merely as an institution for disseminating information, but also as an actor involved in interpreting political processes and shaping public opinion.

During political crises, the media performs several parallel functions. On the one hand, it provides citizens with information about ongoing events, political decisions, protest movements, and the positions of the

government and opposition. On the other hand, the media constructs interpretative frameworks through which society perceives the crisis. It is precisely through these frameworks that specific events are evaluated, responsible actors are identified, and the significance of political processes is determined.

According to respondents' assessments, the role of the media becomes especially significant in situations characterized by uncertainty, heightened emotional tension, and informational vacuum. Under such conditions, citizens require reliable, balanced, and verified information. If the media fails to fulfill this function, public distrust, the risk of disinformation, and political polarization tend to increase.

One of the significant findings of the research is that respondents attribute a particularly high level of influence to the media in shaping public opinion. This confirms that the coverage of political crises is not merely a neutral informational process. Rather, it constitutes a discursive practice through which the media participates in the construction of political reality.

Among the most important issues identified in the research findings is the problem of the credibility and impartiality of Georgian media. Respondents' evaluations indicate that a significant part of society perceives Georgian media critically in the context of political crisis coverage.

Impartiality is one of the fundamental principles of journalism. Particularly during periods of crisis, journalists and media organizations are expected to present facts objectively, provide balanced coverage of different viewpoints, and maintain distance from their own political sympathies. However, the research data demonstrates that, according to respondents, political bias is frequently evident within Georgian media.

This tendency may be explained by the structural characteristics of the Georgian media environment. A significant portion of Georgian media is often perceived as being connected to particular political interests, party positions, or ideological camps. Under such circumstances, it becomes increasingly difficult for audiences to distinguish where factual information ends and political interpretation begins.

Respondents' critical assessments indicate that the level of trust in the media is directly linked to its professional independence. When audiences perceive the media as politically biased, its credibility decreases, while reliance on alternative and often unverified sources increases.

One of the clearest findings of the study is the high perception of political polarization within Georgian media. A large proportion of respondents believe that Georgian media frequently operates according to a polarized logic during political crises.

Polarization in the media becomes evident when events are covered not through a multifaceted analysis of facts, but rather in accordance with the interests of opposing political camps. In such cases, the media no longer functions as a neutral intermediary between society and political processes; instead, it becomes part of the political confrontation itself.

During political crises, polarized media is particularly dangerous because it contributes to the division of society according to the logic of "us" versus "them." Under such conditions, groups with differing

viewpoints are presented not as legitimate social actors, but as hostile sides. This increases the risk of conflict escalation, hate speech, emotional mobilization, and broader social confrontation.

The findings of the study demonstrate that respondents perceive political polarization in Georgian media as a systemic problem. This finding is especially important because it points not merely to isolated journalistic errors, but to deeper structural challenges within the media system itself.

The research paid particular attention to the use of emotional and sensationalist narratives by the media. Respondents' assessments indicate that Georgian media frequently employs emotionally charged language, dramatized headlines, and conflict-oriented coverage during political crises.

Sensationalism in the media is often associated with the desire to attract audience attention. In the digital environment, where media outlets compete for views, ratings, and engagement on social networks, the risk increases that journalistic products become instruments of emotional influence rather than spaces for informative analysis.

Sensationalism is particularly problematic in the coverage of political crises. Crisis situations are already characterized by high emotional tension. In such circumstances, the use of dramatized and conflict-oriented narratives by the media may further intensify public emotions and social tensions.

Respondents' evaluations demonstrate that emotionalism in the media is perceived not merely as a stylistic feature, but as a problem related to professional standards. This indicates that society expects from the media not only rapid information, but also responsible, balanced, and context-based coverage.

Journalistic ethics constitutes one of the central issues of the study. Respondents' evaluations indicate that adherence to ethical standards remains a significant challenge within Georgian media.

Ethical journalism implies not only compliance with formal rules, but also an awareness of professional responsibility. During political crises, the importance of journalistic ethics increases significantly, since inaccurate or biased information may affect public security, political processes, and citizens' rights. According to the research data, respondents critically evaluate such important issues as: maintaining balance, the quality of fact-checking, and the reliability of sources; the distinction between fact and opinion; the avoidance of hate speech; respect for human dignity; and political neutrality.

Particularly significant is the problem of distinguishing between fact and opinion. When journalistic texts or television reports blur the line between factual information and the evaluative position of journalists or editorial boards, audiences find it difficult to form an objective understanding of events. Such practices reduce media credibility and strengthen perceptions of bias.

The findings of the study demonstrate that respondents consider the strengthening of ethical standards to be an essential condition for the professional development of the media.

Fact-checking is one of the fundamental principles of crisis journalism. During political crises, information spreads rapidly, sources are diverse and sometimes contradictory, and public demand for immediate

information becomes particularly high. Under such circumstances, the risks of error, manipulation, and the spread of disinformation increase significantly.

The findings of the study indicate that respondents assess the quality of fact-checking in Georgian media as insufficient. This finding is particularly noteworthy, since factual accuracy constitutes one of the fundamental principles of journalism. If audiences perceive that the media fails to verify information adequately, trust in media institutions weakens.

The problem of informational accuracy becomes especially acute in cases involving political confrontation, protest demonstrations, incidents of violence, the actions of law enforcement agencies, or political accusations. In such circumstances, even a single unverified piece of information may become the basis for broad public reaction or political manipulation.

Based on the findings of the study, it may be argued that one of the major challenges facing Georgian media is maintaining a balance between rapid reporting and verified information.

The issue of disinformation emerged as one of the significant directions of the research. According to respondents' assessments, during political crises the risk of spreading unverified and manipulative information increases within Georgian media and especially across social media platforms.

During periods of political crisis, disinformation is not merely an informational problem. It may become an instrument of political influence, social division, distrust toward institutions, and the destabilization of democratic processes. Therefore, the prevention of disinformation should be regarded as both a journalistic and a broader societal responsibility.

The attitudes of the research participants demonstrate that respondents are aware of the risks associated with disinformation and assign responsibility to the media to strengthen verification mechanisms. It is particularly important for media organizations to clearly distinguish between verified information, assumptions, analytical interpretation, and political commentary.

The fight against disinformation cannot be limited solely to isolated fact-checking initiatives. A systematic approach is required, encompassing the professional training of journalists, the strengthening of editorial standards, effective media self-regulation, and the enhancement of media literacy among audiences.

The findings of the study also demonstrate that respondents consider social media to be a significant factor in the coverage and perception of political crises. Today, social media represents one of the principal spaces where citizens receive information, share their views, participate in discussions, and react to political events.

Social media performs both positive and negative functions. On the one hand, it increases access to information, enables citizens to express their opinions, and creates an alternative public sphere. On the other hand, social media frequently facilitates the rapid dissemination of unverified information, intensifies emotional mobilization, and contributes to the formation of polarized groups.

During political crises, the algorithmic logic of social media often amplifies content that is emotionally intense, conflict-oriented, or sensational. As a result, public discussion frequently shifts from reasoned debate toward emotional confrontation.

The research data indicates that respondents perceive social media as one of the major sources of disinformation. This finding demonstrates that, in contemporary media research, the analysis of traditional and digital media can no longer be approached separately. Today, the coverage of political crises takes place within a hybrid informational ecosystem, in which television, online media, and social networks are closely interconnected.

The protection of human rights acquires particular importance in the coverage of political crises. During periods of crisis, stereotypical and discriminatory narratives are often disseminated against various social, political, ethnic, religious, or ideological groups. Under such circumstances, the responsibility of the media lies not only in providing information, but also in upholding the principles of human dignity, equality, and non-discriminatory coverage.

The findings of the study demonstrate that respondents attach considerable importance to the prevention of hate speech. According to their assessments, during political crises the media should avoid the use of language, visual materials, and narratives that contribute to the demonization or marginalization of particular groups.

Human rights-based journalism implies that the media should cover all parties involved in a crisis in accordance with the principle of respect for human dignity. This is especially important when the subjects of coverage include vulnerable groups, protesters, detained individuals, injured persons, or victims of political violence.

Respondents' evaluations indicate that Western media is associated more strongly with standards of human rights protection than Georgian media. However, this assessment does not imply that Western media is entirely free from problems. Rather, it reflects the perception within society that institutional ethical standards and professional regulations are more clearly established within Western media systems.

One of the significant aspects of the study was the comparative evaluation of Western and Georgian media. Respondents' attitudes demonstrate that Western media is often perceived as a more institutionally developed, standardized, and human rights-oriented system. The comparatively higher level of trust in Western media may be linked to the fact that international media organizations are frequently associated with clear editorial policies, ethical codes, fact-checking systems, and practices of accountability toward audiences.

In the case of Georgian media, respondents' assessments are more critical. The principal problems identified include political bias, polarization, sensationalism, and inconsistent adherence to ethical standards.

However, it is important to emphasize that comparative evaluation does not imply the idealization of Western media. Cases of political bias, commercial pressure, and informational manipulation also exist

within Western media systems. The difference is more closely related to the quality of institutional control, professional self-regulation, and media accountability. From this perspective, the development of Georgian media requires not the mechanical adoption of Western models, but rather the strengthening of professional standards that correspond to the local social, political, and cultural context.

The findings of the study confirm that respondents attribute significant influence to the media in shaping public opinion. During political crises, the media not only describes events, but also constructs their interpretation. It determines which issues become priorities, which actors are presented as responsible parties, and how political processes are evaluated. The influence of the media on public opinion becomes particularly strong in situations characterized by high emotional tension and a lack of information. Under such conditions, audiences are often more sensitive to the narratives offered by the media. If the media employs balanced, context-based, and factually verified coverage, it can contribute to informed public discussion. However, if the media relies on biased, emotional, or sensationalist coverage, it may become a factor that intensifies polarization and confrontation. The findings of the research demonstrate that respondents are aware of this influence of the media and therefore attach particular importance to journalistic neutrality, professional ethics, and responsibility.

The findings of the study demonstrate that the coverage of political crises represents one of the most difficult professional challenges for Georgian media. Crisis situations require rapid response, while simultaneously demanding a particularly high degree of accuracy, caution, and ethical responsibility. Maintaining a balance between these two requirements — speed and accuracy — constitutes one of the central challenges of contemporary journalism.

The collected data indicates that, according to respondents' perceptions, Georgian media often fails to cover political crises with full professional neutrality and adherence to ethical standards. Political polarization, biased reporting, sensational headlines, emotionally charged narratives, and the risk of disinformation are perceived as particularly problematic issues. At the same time, the study demonstrates that society continues to regard the media as an important democratic institution. This suggests that critical attitudes toward the media do not imply a rejection of its role. On the contrary, respondents' evaluations indicate that society maintains high expectations toward the media. Citizens expect the media to be reliable, professional, ethical, independent, and responsible. The particular importance of the media in the process of covering political crises can also be explained by the fact that crises often alter the ordinary patterns of public communication. In such circumstances, the demand for information increases, emotional reactions intensify, trust in institutions declines, and opportunities for manipulation expand. For this reason, every professional decision made by the media — including the selection of headlines, the use of sources, the presentation of visual material, or the inclusion or omission of commentary — can significantly influence public attitudes and perceptions.

The findings of the study also demonstrate that ethical problems within the media should not be viewed solely as the responsibility of individual journalists. Rather, this is a systemic issue connected to the editorial policies of media organizations, ownership structures, the degree of political and commercial influence, the quality of journalistic education, and the effectiveness of self-regulation mechanisms. From

this perspective, the study confirms that improving the coverage of political crises requires a comprehensive approach. It is necessary not only to strengthen the professional training of journalists, but also to reinforce the internal standards of media organizations, develop independent self-regulatory mechanisms, and enhance media literacy among audiences.

Conclusion

The present study has demonstrated that, in the process of covering political crises, the media in Georgia faces significant professional, ethical, and institutional challenges. Based on the analysis of data collected from 160 respondents, it was revealed that a considerable part of society critically evaluates the credibility, impartiality, and adherence to professional standards of Georgian media in the coverage of political crises. The principal conclusions of the study may be summarized as follows:

- **The crucial role of the media during political crises.** The media is perceived not only as a disseminator of information, but also as an institution actively involved in shaping public opinion.
- **Political polarization as one of the major problems of Georgian media.** Respondents indicated in their evaluations that a significant part of Georgian media is often perceived as serving particular political interests.
- **The necessity of strengthening ethical standards in responsible journalism.** Particularly problematic issues include the process of fact-checking, the distinction between fact and opinion, the reduction of sensationalism, and the prevention of hate speech.
- **Disinformation and the dissemination of unverified information remain significant challenges,** especially under conditions of the growing influence of social media.
- **Western media is perceived by respondents as being more strongly associated with professional standards and the protection of human rights.** However, this assessment should primarily be understood as an expression of comparatively greater trust in institutional standards.

Ultimately, the study confirms that the coverage of political crises requires the strengthening of professional journalistic culture, greater ethical responsibility on the part of media organizations, and the development of standards that contribute not to the intensification of polarization, but rather to public awareness, democratic discussion, and the protection of human rights.

Recommendations

1. **Strengthening journalistic ethics** - Media organizations should implement clearer internal standards for ethical reporting, particularly during periods of political crisis.
2. **Improving fact-checking mechanisms** - In crisis situations, media organizations should place special emphasis on the credibility of sources and the verification of information.
3. **Distinguishing between fact and opinion** - Media content should clearly differentiate between factual information and analytical interpretation and/or commentary.
4. **Reducing sensationalism** - The media should avoid manipulative headlines, dramatized visual materials, and the artificial intensification of conflict.

5. **Maintaining political neutrality** - Journalists should minimize the influence of personal political sympathies when covering crisis events.
6. **Preventing hate speech** - The media should report with particular caution on issues related to political, ethnic, religious, social, and other groups.
7. **Human rights-based reporting** - All parties involved in political crises should be covered in accordance with the principles of human dignity and the protection of human rights.
8. **Strengthening journalistic education** - Universities and professional organizations should devote greater attention to teaching the principles of crisis journalism, media ethics, and fact-checking.
9. **Developing self-regulation mechanisms** - It is essential to strengthen professional responsibility and accountability within the media sector.
10. **Promoting media literacy** - Society should be equipped with the ability to critically evaluate information, identify disinformation, and distinguish reliable sources.

Future Research Perspectives

In the future, it would be beneficial to expand the research in several directions. First, quantitative data could be supplemented with qualitative interviews conducted with journalists, editors, and media experts, which would allow for a deeper analysis of the factors contributing to critical attitudes toward the media.

It is important to conduct content analysis of specific political crisis cases. For example, it would be possible to analyze the coverage of protest demonstrations, confrontations taking place in front of parliament, or international political events in both Georgian and Western media.

Separate research on social media is also necessary, since contemporary political crises often acquire particular dynamics precisely on digital platforms. The analysis of social media would provide an opportunity to examine how disinformation spreads, how polarized groups are formed, and what role algorithmic communication plays in intensifying political tensions.

It would also be desirable to deepen the comparative study of Western and Georgian media on the basis of specific ethical codes, editorial guidelines, and practical examples of media coverage.

The overall findings of the study indicate that the coverage of political crises represents not only a journalistic issue, but also a matter of democratic governance and social stability. The professional quality of the media is directly connected to how society understands crises, evaluates political processes, and develops the capacity to make informed decisions.

The analysis based on data collected from 160 respondents demonstrates that society attributes great importance to the media, while simultaneously demanding a higher level of professional responsibility, ethical conduct, and independence from it. These expectations should become one of the principal foundations for the future development of Georgian media.