



The Impact of Political Lobbying on the Aggravation of Language Conflicts in the Era of Globalization

DOI: <https://doi.org/10.46398/cuestpol.4075.27>

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Abstract

The language problem has always been serious in Ukraine and often turned into an armed confrontation. This problem is becoming particularly acute in view of the invasion of Ukraine by the Russian Federation, one of the stated reasons for the «linguistic inequality». The aim of the article is to determine the impact of unregulated political lobbying by individuals or groups on the aggravation of language conflicts in Ukraine and compare it with other countries. The research involved the following methods: analysis and synthesis, statistical analysis, graphical methods, establishment of cause-effect relations and cluster analysis. The novelty of the research is the study of the impact of political lobbying on the development of language conflicts in the region by means of cluster analysis. The study established the relationship between legislative regulation of lobbying, language conflicts and corruption rates in the country. In the conclusions, the analysis shows that the availability of the institution of lobbying corresponds to lower rates of corruption and the virtual absence of language conflicts. The obtained results can be used by the government to improve Ukrainian legislation.

Keywords: political lobbying; impact of lobbying; linguistic conflicts; armed conflicts; globalization and corruption.

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El impacto del cabildeo político en el agravamiento de los conflictos lingüísticos en la era de la globalización

Resumen

El problema del idioma siempre ha sido grave en Ucrania y, a menudo, se convirtió en una confrontación armada. Este problema se está volviendo particularmente agudo en vista de la invasión de Ucrania por parte de la Federación Rusa, una de las razones declaradas por la “desigualdad lingüística”. El objetivo del artículo es determinar el impacto del cabildeo político no regulado de individuos o grupos en el agravamiento de los conflictos lingüísticos en Ucrania y compararlo con otros países. La investigación involucró los siguientes métodos: análisis y síntesis, análisis estadístico, métodos gráficos, establecimiento de relaciones causa-efecto y análisis de conglomerados. La novedad de la investigación es el estudio del impacto del cabildeo político en el desarrollo de los conflictos lingüísticos en la región mediante análisis de conglomerados. El estudio estableció la relación entre la regulación legislativa del cabildeo, los conflictos lingüísticos y los índices de corrupción en el país. En las conclusiones, el análisis demuestra que la disponibilidad de la institución de cabildeo corresponde a menores tasas de corrupción y la práctica ausencia de conflictos de lenguaje. Los resultados obtenidos pueden ser utilizados por el gobierno para mejorar la legislación de Ucrania.

Palabras clave: cabildeo político; impacto del cabildeo; conflictos lingüísticos; conflictos armados; globalización y corrupción.

Introduction

National, racial, cultural differences between representatives of different peoples have always complicated communication between people around the world. The beginning of the third millennium is marked by the aggravation of inter-ethnic conflicts, which is confirmed by the actualization of this topic in the researches (Hasan, 2020; Albulescu, 2021; Singh, 2021; Ciuriak, 2022; Peterson, 2022; Ahmadi *et al.*, 2022; Mahdipour *et al.*, 2022). The language issue plays not the last role in many conflicts, which is connected, among other things, with the acceleration of globalization processes.

Such conflicts are related to the unequal rights of speakers of different languages, which determines the status of a particular language in the country. The main problem is that language conflicts often turn into an armed confrontation of a global nature, affecting the entire world

community. Therefore, studying the peculiarities and finding ways to resolve language conflicts is an urgent issue and a relevant subject of many researches (Rodriguez *et al.*, 2019; Sazzad, 2021; Kádár *et al.*, 2019).

The aggravation of language conflicts is often associated with lobbying for a particular party, political figure, different unions or groups of individuals. They resort to the use of language differences to exert influence on citizens in their effort to realize their interests. The goal can be the support of the majority in a particular region, receiving more votes in elections, an advantage over competitors, etc. However, legislatively regulated lobbying as a legal institution rather brings benefits to society. Lobbying can refer both to the realization of the political goals of individual unions and to the realization of public interests (Rubeš, 2021; Li *et al.*, 2019; Waxman, 2012).

Ukrainian and foreign researchers conducted many studies on the lobbying institution in different countries and the development of language conflicts. However, there are almost no works that would consider the relation of these two issues. This is why establishing the influence of political lobbying on language conflicts is a new and understudied topic that requires further research.

The aim of the research is to study the influence of political lobbying on the aggravation of language conflicts in Ukraine and in other countries. The aim involved the fulfilment of the following research objectives:

- outline the main historical factors influencing the current ratio of speakers of different languages on the territory of Ukraine;
- describe statistics on the linguistic characteristics of the population living in the territory of Ukraine;
- survey the legislative acts of Ukraine related to the language status;
- identify the impact of language conflicts on the political and social life of Ukrainians;
- identify problems related to the lobbying institution and its legislative regulation in Ukraine;
- compare and establish the relationship between the manifestations of language conflicts and the lobbying of individuals, parties, political figures, groups of persons;
- describe language conflicts in other countries;
- establish the relationship between language conflicts in the countries and their lobbying-related legislative framework.

1. Literature review

Many researchers were engaged in studying the problems of lobbying and language conflicts. However, the literature survey enables establishing that almost none of them connected these problems in one study. Researchers mostly focus on certain aspects of lobbying or directly on language conflicts. Therefore, the impact of political lobbying on language conflicts is uncertain in the academic literature.

Separate aspects of lobbying were dealt with by Godny (2019) and Krupnyk (2021). The researchers substantiated the need for legislative regulation of lobbying in Ukraine in their work. A parallel with corruption is also drawn: Godny (2019) actually equates modern Ukrainian lobbying with corruption. Krupnyk (2021) notes that the legislative enshrinement of lobbying must be preceded by increasing citizens' trust in the government, in particular, the reduced corruption.

Language conflicts are an urgent problem in the works of Ukrainian researchers because of their frequent aggravations. Panasenko (2018) carries out a comprehensive study of the probability of the manifestation of language conflicts in individual countries.

The researcher divides the countries into three groups: the first is characterized by the existing language conflicts (Ukraine is also included in it). Language conflicts are probable in the countries of the second group. There are almost no conflicts in the third group. The Panasenko's (2018) findings are used in the article when assessing countries for the existing language conflicts in order to further conduct a cluster analysis.

Makarets (2022) also focuses on language conflicts, in particular on language narratives in the Russian-Ukrainian conflict. The researcher describes the term "narrative" as a modern myth, a means of imposing a certain opinion on society. In this regard, Makarets (2022) also mentions lobbying as one of the tools that the Russian Federation uses to influence the politics in Ukraine. Therefore, the said study is ideologically close to this article, but it mentions lobbyism in passing only. The researcher does not establish clear causal relationships between political lobbying and language conflicts.

Kotsur (2018) examines the language issue, russification of the population, and ethno-political events in Ukraine in the early 2000's. The researcher notes that these events depended "on the political preferences of the ruling elites on both sides of the border." Judging by this statement, Kotsur (2018) considers lobbying of a particular side of the conflict as one of the causes of language problems. However, the researcher does not use the actual term "lobbyism (lobbying)", dealing with the study of the ethnic composition of the population of the regions of Ukraine and the historical background of conflicts.

Some researchers of lobbying focus on both political and social aspects that reflect national interests. For example, Meng and Rode (2019), Brulle (2018), Fisher and Nasrin (2021), Vesa *et al.* (2020) considered climate policy lobbying in their works. Counts *et al.* (2021) covered aspects of health care lobbying in the USA. In many studies, the USA is considered as an example of successful implementation of legislative regulation of lobbying. Some researchers, in particular, Samoilenko (2020), provide a number of areas of implementation of the US lobbying-related experience in Ukraine.

Literature review enables identifying a “white spot” in research, which is associated with the lack of determination of the impact of lobbying on language conflicts. Therefore, this research is relevant and reveals new directions of academic studies.

2. Methods and materials

The research design is based on the objectives set to achieve the aim of the study. The set objectives were divided into three groups, which represent the research stages (Figure 1).

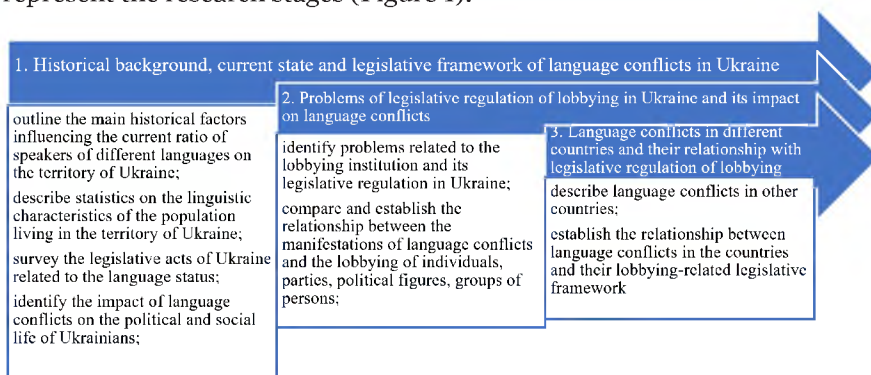


Figure 1. Research stages with the distribution of relevant objectives. Source: authors.

The first stage of the research involved outlining the key historical features of the formation of the modern ratio of speakers of the Ukrainian and Russian languages in Ukraine. It is noted that the Ukrainian language is a completely independent language, not “derived” from Russian. On the contrary, it is older than the latter. It was established that the majority of Ukrainians (more than 80% in 2022) consider Ukrainian to be the only state language. At the same time, it was also emphasized that language

conflicts continue to arise. The invasion of the Russian Federation into Ukraine, “justified”, among other things, by linguistic aspects, is the latest and most tragic conflicts for a long period of time.

The second stage of the research provides a comprehensive description of the problems associated with the lobbying institution in Ukraine. It was established that there is no separate law on lobbying in Ukraine, but there have been numerous attempts to adopt it. However, those attempts remained draft laws only. It is assumed that the legal regulation of lobbying is hindered by a significant corruption rate in the country. The position of Ukraine in the ranking of countries according to the Corruption Perception Index (122nd place out of 180) and the dynamics of this indicator are presented.

An example of a situation where unregulated lobbying of the political interests of a particular party and/or person led to revolutions is provided. The matter is about the Orange Revolution and the Revolution of Dignity. Both were connected with the undemocratic victory (the former) or the tenure of the president of V. F. Yanukovich (the latter). His political activity is connected with the lobbying of interests that went against national interests and led to tragic consequences.

The third section involved a cluster analysis of a sample of countries according to the indicators of the legislative regulation of lobbying, the existing language conflicts and the corruption rate. The studied countries were divided into two groups: the first is characterized by the absence of legislative regulation of lobbying, the existing language conflicts and high corruption rates. The second group of countries had legislative regulation of lobbying, almost no language conflicts and low corruption rates. The relationship between the three indicators defined in the analysis was proved in this way.

The sample of countries was formed based on the availability of data in the academic literature regarding the legislative regulation of lobbying and language conflicts in the countries. Information on the corruption rates in countries is taken from Transparency International for 2021. Cluster analysis was performed in the STATISTICA software package using the k-means clustering for 24 observations (countries). The analysis identified three indicators: the legislative regulation of lobbying, the existing language conflicts in the country, and the corruption rate. The indicators were rated from 1 to 3, where 1 is the highest ranking, 2 is medium, and 3 is the lowest.

The following scientific methods were used in the study:

- analysis and synthesis in the study of the historical background of language conflicts and the legislative framework;
- statistical analysis for the interpretation of survey results and the claims' structure;

- graphical methods for representing research results;
- establishing cause-and-effect relationships to determine the impact of political lobbying on the aggravation of language conflicts;
- cluster analysis to determine the relationship between the studied concepts and the division of countries into groups.

3. Results

3.1. Historical background, current state and legislative framework of language conflicts in Ukraine

The language issue has long been one of the most acute in Ukraine. The ethnic composition of the population of Eastern Ukraine and Russian propaganda played their role in the language process. This resulted in a significant proportion of the Russian-speaking population of the respective regions. However, Ukraine's gaining of independence and the corresponding language legislation contributed to the spread and strengthening of the Ukrainian language. Every educated person in the Eastern regions knows and can freely use the Ukrainian language, but does not always do that in everyday life.

There is a significant pool of evidence that the language of ancient Rus is closer to the Ukrainian language. This means that the Ukrainian language is older than Russian, therefore the myth that it comes from Russian can be refuted. The reason for the communication of part of the population in Russian is, for the most part, its prevalence in the region and family specifics only. The majority of the population, in particular, in the Eastern regions, recognize Ukrainian as the only state language, as evidenced by population surveys (Figure 2).



Figure 2. The results of a survey of Ukrainians regarding the status of the Ukrainian language (created by the author according to Ratinggroup.ua. 2022. The sixth national poll: The language issue in Ukraine))

Figure 2 shows that during 2014 to 2021, the majority of Ukrainians believed that Ukrainian should be the only state language. In certain periods, a significant proportion of Ukrainian residents were disposed to define Russian as the official language in certain regions along with the state Ukrainian language. However, the situation changed dramatically in 2022 after the Russian Federation invaded Ukraine. More than 80% of Ukrainians define Ukrainian as the only state language. A considerable proportion of the mostly young population of the country switched to communication in Ukrainian only.

The functioning of the Ukrainian language as a state language is guaranteed by the relevant Law of Ukraine (Verkhovna rada of Ukraine, 2022). Article 1(1) of the said Law stipulates that the Ukrainian language shall be the only State (official) language in Ukraine. In 2022, amendments were made to the relevant Law regarding of all Internet resources. If such resources represent business entities registered in Ukraine, they must have a Ukrainian-language version. The awareness and responsibility of

Ukrainians regarding the current legislation is confirmed by their reaction to violations of this Law. In the first 10 days upon new requirements entered into force, the secretariat received a record number of the Law violations reports – 502 (Huivan, 2022). Figure 3 shows the structure of these appeals by subject.

So, it can be concluded that the absolute majority of Ukrainians consider Ukrainian as the only state language and respect the requirements of language legislation. However, conflicts about language continue to arise: both interpersonal and those related to the violation of legal provisions. The Russian invasion of the territory of Ukraine, one of the reasons for which is also the language issue, is the most tragic result of such conflicts.

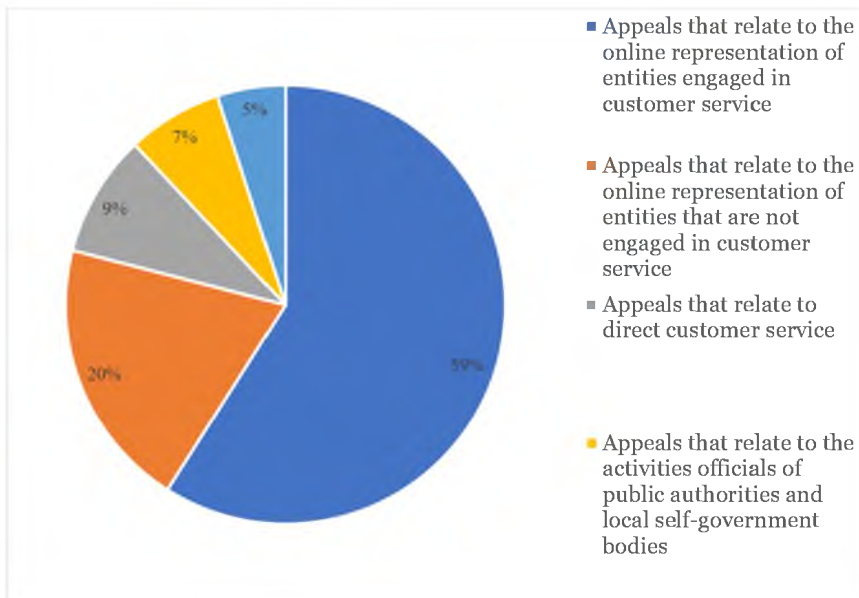


Figure 3. The structure of appeals from Ukrainians about violations of language legislation in the first 10 days upon the introduction of new requirements (created by the author according to (Huivan, 2022))

3.2. Problems of legislative regulation of lobbying in Ukraine and its impact on language conflicts

In the modern world, lobbying is an integral social institution in many democratic states. It enables individuals and groups of individuals to

defend and promote their interests, thereby influencing state policy. The main advantage of the legislative provision of lobbying is the possibility of including various social interests in the political process. So, the state policy making is balanced and takes into account a wide range of social needs.

There is no law on lobbying in Ukraine, so it has no legal framework in the country. But lobbying does exist in Ukraine, and is characterized by excessive politicization, lack of strategies, unprofessionalism and “uncivilized” forms. The government made a number of attempts to pass the Law on Lobbying in Ukraine, but all proposals remained in draft status. The latest attempt concerned the Draft Law “On Lobbying” No. 3059-1 dated 28 February 2020 (Verkhovna Rada of Ukraine, 2020). However, regulating the existing situation still remains a subject of active political discussions.

Therefore, the situation with lobbying in Ukraine is not regulated by legislation, which gives grounds to equate modern lobbying in Ukraine with corruption. This state of affairs needs to be changed, because lobbying itself can help reduce corruption in the country. Legislatively regulated lobbying creates more transparent conditions for promoting the interests of certain individuals or groups.

There is, however, an opinion that it is first necessary to reduce corruption in order to ensure the effectiveness of the lobbying institution. There is an obvious contradiction: lobbying contributes to the reduction of corruption, but it is necessary to first reduce the manifestations of corruption for its implementation. The “closed circle” can be broken through a balanced state policy, the adoption of effective anti-corruption legislation and constructive decisions regarding the establishment of the lobbying institution in Ukraine.

The issue of corruption in Ukraine remains one of the most urgent. Calculations carried out by Transparency International indicate a worsening corruption situation in Ukraine in 2021 (Table 1).

Table 1. The position of Ukraine and its closest neighbours in the list according to the Corruption Perception Index

Corruption Perception Index	Changing of the position in the list	Country	Place
33	=	Nepal	117
33	↓	Philippines	117
33	=	Zambia	117
32	↓	Eswatini	122
32	↓	Ukraine	122

31	↑	Gabon	124
31	=	Mexico	124
31	↓	Niger	124
31	↑	Papua New Guinea	124

Figure 4 shows the dynamics of the specified index for Ukraine for 2012 to 2021.
Source: authors.

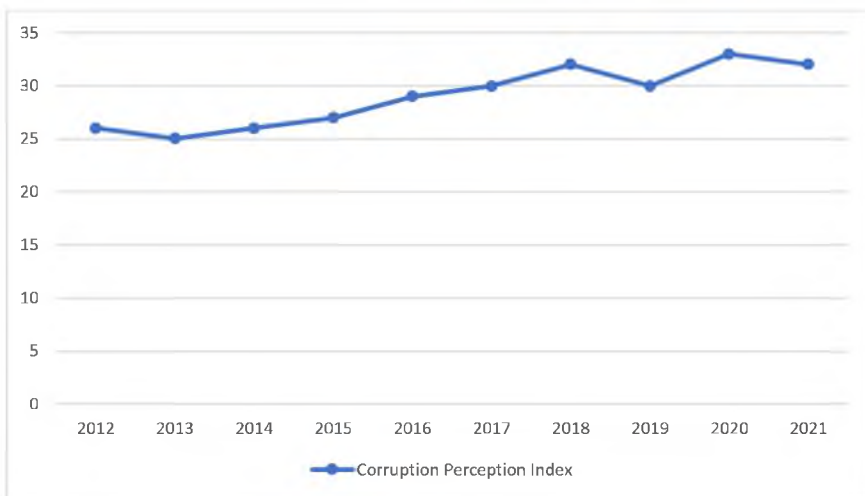


Figure 4. Dynamics of the Corruption Perception Index in Ukraine (created by the author based on Transparency International (2021)).

The analysis of Table 1 and Figure 3 confirms that the situation in Ukraine regarding corruption is complex and continues to deteriorate. This is why the improvement of anti-corruption legislation plays a decisive role in the establishment of the lobbying institution in Ukraine.

Legislative provision of lobbying helps not only to reduce corruption, but also to balance the interests of different unions. It was mentioned that the language issue is acute in Ukraine, and its solution also depends on the realization of the interests of certain groups of people. On the one hand, the absolute majority of Ukrainians define Ukrainian as the state language, as was established. On the other hand, certain political parties or actors practice using language contradictions to achieve their goals.

This contradiction could be resolved through the introduction of legislative regulation of lobbying. It will enable the representatives of the

people to speak on behalf of the citizens of Ukraine and defend the national language interests. But in the form in which lobbying exists in Ukraine only enables using language as a tool to achieve the goals of individuals or groups. Moreover, those interests may run counter to national interests.

The 2004 elections are an example of a situation where a particular party and/or individual used language as a tool to achieve their goals. The pro-Russian candidate V. F. Yanukovich tried to win the favour of the Eastern regions by raising the status of the Russian language on the territory of Ukraine. Yanukovich won according to preliminary results, which was followed by a series of protests called the Orange Revolution.

A repeat second round of elections was held, in which V. A. Yushchenko won. In 2010, Yanukovich ran for office once again and won the next presidential elections of Ukraine. His rule ended with another revolution — the Revolution of Dignity, as a result of which the President was removed from office. One of the main reasons for the Revolution of Dignity was abuse by the current authorities and the shooting of protesters.

This situation is an example of how protectionism on the part of another state and unregulated lobbying led to tragic consequences and the establishment of a criminal system. This proves the direct impact of lobbying on the aggravation of language conflicts in the country and determines the actualization of the issue of its legislative regulation.

3.3. Language conflicts in different countries and their relationship with legislative regulation of lobbying

In view of the foregoing, it is interesting to draw a parallel between the existence of legislative regulation of lobbying and language conflicts in different countries. It is appropriate to conduct a cluster analysis for individual countries for this purpose. The purpose of the analysis is to determine the relationship between the legislative regulation of lobbying and the existing language conflicts in individual countries. It is proposed to supplement this analysis with data on the corruption rates in the studied countries.

Table 2 shows the raw data for the cluster analysis. The first column contains data on the existence of legislative regulation of lobbying. The data are presented in the form of estimates, where 1 – there is legislative regulation of lobbying in the country; 2 – there are laws that regulate certain aspects of lobbying; 3 – there is no appropriate legal regulation. The second column contains estimates regarding the existing language conflicts, where 1 – language conflicts are actually absent; 2 – language conflicts are possible; 3 – existing language conflicts.

The third column shows the places of countries in the Transparency International ranking by the corruption rates. The countries for which there are official data on the legislative regulation of lobbying and language conflicts were selected for analysis.

It is worth noting that it becomes obvious that language conflicts are more characteristic of countries with a lack of legal regulation of lobbying and high corruption rates already at the first stage of the analysis.

Table 3 shows the correspondence between the selected indicators and their estimates. Regarding the ranking by the corruption rate, the countries were conventionally divided into three groups. The highest score – 1 – is assigned to representatives of the group with the lowest corruption rate. These countries are ranked in the Transparency International ranking from 1 to 60. A score of 2 is assigned to countries ranked from 61 to 120, 3 – from 121 to 180.

Table 2. Raw data for cluster analysis.

Country	The existence of legislative regulation of lobbying	The existence of language conflicts	Rank according to the Corruption Perception Index
USA	1	1	27
Canada	1	2	13
Japan	1	1	18
Austria	2	1	13
France	2	1	22
Netherlands	2	1	8
Italy	3	1	42
Sweden	1	1	4
Poland	1	1	42
Kazakhstan	3	2	102
Ukraine	3	3	122
Germany	2	1	10
Belgium	1	3	18
Estonia	3	3	13
Ireland	1	3	13
Moldova	3	3	105
Russian Federation	3	3	136

India	3	2	85
Brazil	1	1	96
Finland	1	1	1
Israel	1	1	36
Latvia	3	2	36
Czech Republic	1	1	49
Switzerland	1	1	7

Source: prepared by the author based on Panasenko (2018), **Krupnyk (2021)**, Moshenets (2019), Yarovoi (2017), Transparency International (2021) and Moser (2020).

Table 3. Correspondence between indicators and their estimates

State of legislative regulation of lobbying	Score	The existence of language conflicts	Score	Ranking by the corruption rate	Score
The legislative regulation of lobbying exists	1	Language conflicts exist	3	1-60	1
There are laws regulating only certain aspects of lobbying	2	Language conflicts are possible	2	61-120	2
There is no appropriate legal regulation, but active discussions are ongoing or draft legislative acts are being discussed or the lobbying institution does not attract enough attention of political figures and citizens	3	There are almost no language conflicts	1	121-180	3

Source: authors.

Figure 5 contains the cluster analysis input data entered into the STATISTICA software environment. As the Figure shows, the “best” scores (1) are marked in green. Such scores correspond to the existence of legislative regulation of lobbying, the absence of language conflicts and a low corruption rate. Average scores (2) are marked in yellow, low (3) – in pink.

Country	The existence of legislative regulation of lobbying	Presence of language conflicts	Rank according to the level of the Corruption Perception Index
USA	1	1	1
Canada	1	2	1
Japan	1	1	1
Austria	2	1	1
France	2	1	1
Netherlands	2	1	1
Italy	3	1	1
Sweden	1	1	1
Poland	1	1	1
Kazakhstan	3	2	2
Ukraine	3	3	3
Germany	2	1	1
Belgium	1	3	1
Estonia	3	3	1
Ireland	1	3	1
Moldova	3	3	2
Russian Federation	3	3	3
India	3	2	2
Brazil	1	1	2
Finland	1	1	1
Israel	1	1	1
Latvia	3	2	1
Czech Republic	1	1	1
Switzerland	1	1	1

Figure 5. Initial data for cluster analysis

The results of the cluster analysis are shown in Figures 6-12.

	Cluster	Cluster
	No. 1	No. 2
The existence of legislative regulation of lobbying	3,000000	1,352941
Presence of language conflicts	2,571429	1,294118
Rank according to the level of the corruption perception index	2,000000	1,058824

Figure 6. Means for the clusters.

Cluster	Euclidean distances between clusters (to Table 1). The distance under the diagonal. Squares are spaced above the diagonal.	
	No. 1	No. 2
No. 1	0,000000	1,74338
No. 2	1,320371	0,000000

Figure 7. Euclidean distances between clusters

	Analysis of variance (to Table 1)					
	Between SS	cc	Inside SS	cc	F	Significant p
The existence of legislative regulation of lobbying	13,45098	1	5,88235	22	50,30666	0,000000
Presence of language conflicts	8,089636	1	9,243697	22	19,253330	0,000234
Rank according to the level of the corruption perception index	4,392157	1	4,94118	22	19,55556	0,000215

Figure 8. Analysis of variance.

	Description of statistics for cluster 1. The cluster contains 7 observations		
	Average	Standard deviation	Variance
The existence of legislative regulation of lobbying	3,000000	0,000000	0,000000
Presence of language conflicts	2,571429	0,534523	0,285714
Rank according to the level of the corruption perception index	2,000000	0,816497	0,666667

Figure 9. Descriptive statistics for Cluster 1.

	Description of statistics for cluster 2. The cluster contains 17 observations		
	Average	Standard deviation	Variance
The existence of legislative regulation of lobbying	1,352941	0,606339	0,367647
Presence of language conflicts	1,294118	0,685994	0,470588
Rank according to the level of the corruption perception index	1,058824	0,242536	0,058824

Figure 10. Descriptive statistics for Cluster 2.

	Distances to the cluster center
Kazakhstan	0,329915
Ukraine	0,628138
Estonia	0,628138
Moldova	0,247436
Russian Federation	0,628138
India	0,329915
Latvia	0,664964

Figure 11. Cluster 1 members.

	Distances to the cluster center
USA	0,267415
Canada	0,456909
Japan	0,267415
Austria	0,411765
France	0,411765
Netherlands	0,411765
Italy	0,966569
Sweden	0,267415
Poland	0,267415
Germany	0,411765
Belgium	1,006324
Ireland	1,006324
Brazil	0,604672
Finland	0,267415
Israel	0,267415
Czech Republic	0,267415
Switzerland	0,267415

Figure 12. Cluster 2 members.

The analysis of Figures 6-12 shows that, according to the graph of means, the division into 2 clusters was optimal in this case. Cluster 1 (Figure 6), which includes Ukraine, is characterized by:

- lack of legislative regulation of lobbying (average score 3);
- high degree of language conflicts (2.57);
- the medium corruption rate (2), which varies between countries.
- Cluster 2 is mostly characterized by:
- the existence of legislative regulation of lobbying (1.35);
- small manifestations of language conflicts (1.29);
- low corruption rate (1.06).

Figure 7 shows the Euclidean distances between clusters, and Figure 8 represents the results of the analysis of variance. The smaller the intra-group variance and the larger the inter-group variance, the more qualitative the clustering. The F and p parameters show that the results are significant. Descriptive characteristics by clusters are additionally shown in Figures 9 and 10. Figures 11 and 12 represent the countries that fall into each of the clusters.

The results of the analysis confirm the assumptions about the relationship between the lack of legal regulation of lobbying, high corruption rates and language conflicts in the region. This determines the need to improve anti-corruption legislation and legislative support for lobbying in Ukraine.

Regarding the latter, it is possible to use the lobbying institution in the USA as an example for building the lobbying process in Ukraine. It is one of the most developed in the world, which is in line with the high value of democracy in the United States. Figure 13 shows US lobbying spending for 1998 to 2021.

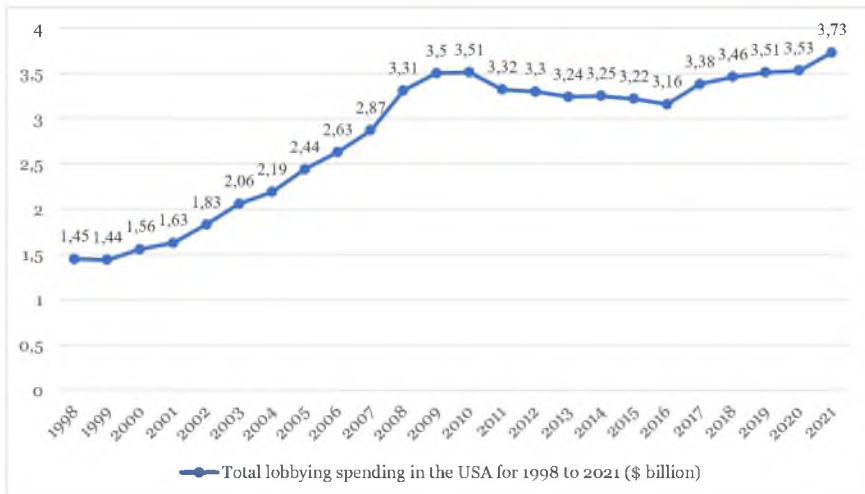


Figure 13. Lobbying spending in the USA for 1998 to 2021 (\$ billion) (prepared by the author based on Statista (2021)).

Figure 13 shows the rapid growth of lobbying spending from 1998 to 2009. However, the period of 2009 to 2021 is characterized by a certain stabilization of lobbying spending at approximately \$ 3.2-3.7 billion. Figure 14 shows US lobbying spending by industry.

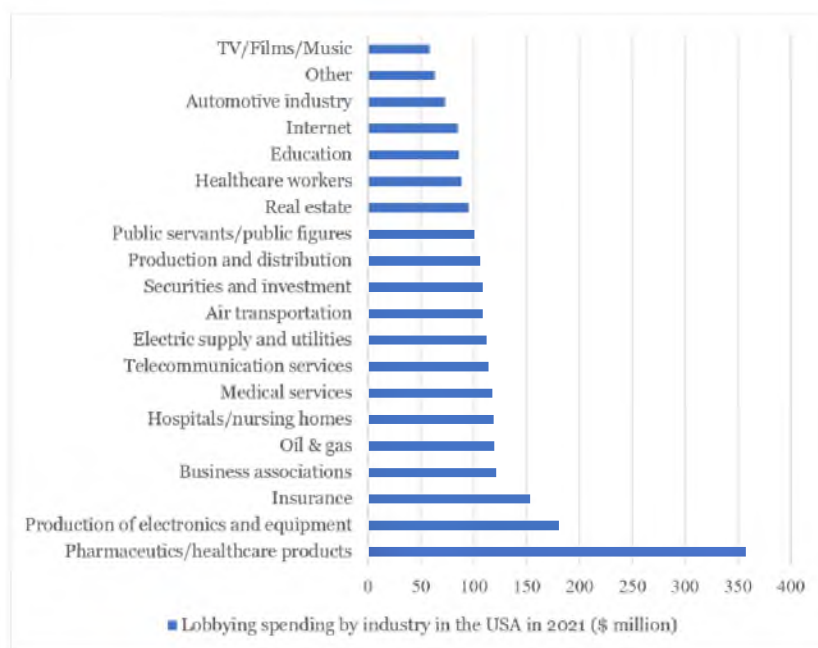


Figure 14. Lobbying spending in the USA in 2021 by industry (prepared by the author based on Statista (2021)).

The pharmaceutical and healthcare products industries are characterized by the largest expenditures on lobbying. The production of electronics and equipment ranks second, and insurance ranks third. The developed lobbying institution in the USA corresponds to a fairly low corruption rate (27th place out of 180 according to Transparency International, 2021) and a high level of ensuring the democratic rights of citizens.

4. Discussion

The article discussed the background and current state of language conflicts in Ukraine in detail. It was determined that the absolute majority of Ukrainians consider Ukrainian the only state language, but linguistic conflicts continue to arise. Neighbouring states, as well as lobbying for individual persons or parties, play a significant role in this process.

The interests of the latter may differ from national ones, and language in these cases is used as a tool to achieve their own goals. In many respects, the

problem of unregulated lobbying implies the lack of the Law on Lobbying in Ukraine. The study proved that the lobbying institution exists in many modern democratic states.

Such states are characterized by lower corruption rates and almost no language conflicts. The article substantiates that the improvement of anti-corruption legislation and further approval of the legal status of lobbying can contribute to solving the language problem for the better.

It was noted in the study that lobbying helps individuals or groups to advocate and advance their interests by influencing public policy. Godny (2019) provides a similar definition, noting that political lobbying is a system and practice of realizing such interests. The researcher includes speeches and hearings, personal meetings, other interactions, as well as shaping citizens' opinions, etc. as methods of lobbying along with the development of draft laws. According to him, lobbying actually equals to corruption in its current state, without legal support. Krupnyk (2021) also considered the problem of corruption in the context of the introduction of the lobbying institution. So, the assumption made in the article regarding the importance of solving the corruption problem is confirmed in the works of researchers.

Panasenko (2018) leaves out the lobbying issue, detailing the history of language conflicts in different countries in the context of globalization. The researcher notes that the settlement of language conflicts is a national issue and, accordingly, should be settled at the state level. While agreeing with this opinion, it is appropriate to note that state regulation is important, but the resolution of language conflicts depends on citizens in many respects. This is why shaping public opinion, as well as increasing the role of national identity are also important. Lobbying for national interests, among other things, is important for those purposes, but this issue is not covered in Panasenko's (2018) research.

Makarets (2022) and Kotsur (2018) also studied language conflicts. The researchers identify the destabilizing influence of the Russian Federation as the main cause of language conflicts in Ukraine. The goal of the Russian Federation is to slow down Ukraine's movement towards the European Union. It was noted in this research that the Russian Federation uses dishonest lobbying methods to realize its interests on the territory of Ukraine. Kotsur's (2018) research does not focus on lobbying, but Makarets (2022) defines lobbying as one of the methods of Russian interference in Ukrainian politics.

In general, speaking about the study of the influence of lobbying on language conflicts, it should be noted that these concepts are almost not connected with each other in the works of researchers. This creates certain limitations for research, while forming a new direction for further research.

Therefore, the study of the relationship between the legally approved lobbying, language conflicts and the corruption rate conducted in the article has high academic significance and brings novelty to science.

Many researchers dealt with the problems of lobbying and language conflicts. It was mentioned that the impact of lobbying on language conflicts has been poorly studied, but researchers reveal its impact on other aspects of social life in detail. In the current understanding of a democratic society, lobbying is not a means of achieving personal goals, enriching individuals, or realizing the interests of individual businesses, etc.

It can contribute to a real improvement in the quality of life of people, individual sectors of the economy and the country as a whole. For example, Meng and Rode (2019) examine the spending and other aspects of climate policy lobbying. Brulle (2018), Fisher and Nasrin (2021), Vesa *et al.* (2020) also study the impact of lobbying on climate policy. Counts *et al.* (2021) presented aspects of health care lobbying in the USA. This research also found that the United States have the highest healthcare lobbying spending.

This article provides a proposal regarding the use of US lobbying experience in Ukraine. In this regard, Samoilenko (2020) notes that the following measures should be the main directions of implementation:

- publication of lists of meetings of both government officials and representatives of corporations that have connections with the lobby;
- refusal to promote the interests of unregistered lobbyists, cancellation of their privileges;
- increased attention to manifestations of conflicts of interest;
- publication of decision-making documentation;
- facilitating the registration of lobbyists who promote civil rights (Samoilenko, 2020).

Therefore, further research can focus on determining the role of political lobbying in resolving armed conflicts, developing directions for the introduction of legislative regulation of lobbying.

Conclusions

The relevance of the issue of the escalation of conflicts of different origins around the world is beyond doubt. Many of them develop into armed confrontations, in particular, this applies to language conflicts. The language aspect has always been one of the most acute and controversial for Ukraine. In 2022, more than 80% of Ukrainians consider Ukrainian the state language, but the problem of language conflicts still exists.

This is related, among other things, to the lobbying of the political interests of certain groups of persons or individuals, in particular, pro-Russian politicians. There is no lobbying institution in Ukraine, which is the reason for using “uncivilized” lobbying methods by individual politicians.

The research by country proves that the existence of legislative regulation of lobbying corresponds to a smaller number of language conflicts. Besides, a successfully functioning lobbying institution is closely related to the reduction of corruption in the country. The countries with lower corruption rates have legal regulation of lobbying and almost no language conflicts.

The scientific significance of the research results is the established relationship between the legislative regulation of lobbying, language conflicts and the corruption rate. The novelty is the determined impact of political lobbying on language conflicts, because these issues have not been covered in the academic literature in a relationship.

The results of the study can be applied by the government to actualize the issues of improving anti-corruption legislation and adopting the Law on Lobbying. Prospects for further research include determining the role of political lobbying in the resolution of armed conflicts, as well as determining directions for the introduction of legislative regulation of lobbying.

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