International Political Communications in the Modern World and Their Role in the Historical Process of Russia

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Abstract. Today, all countries of the world, one way or another, are participants in global processes taking place in the context of digitalization and transformation of world development. It is necessary to recognize the following fact that the reaction to digitalization in socio-political practice is not always positive and unambiguous, but at the same time, international political relations and communications themselves remain an insufficiently studied phenomenon, because ongoing research in this area is primarily focused on processes of a domestic political nature. To assess the prospects in international relations, attention is paid to the documents of Russia, the United States, Germany and other states declaring possible options for action in this area. The rationale for the fact that in the future in the communications of political relations an increase in digitalization and transformation is planned, it is necessary to theoretically comprehend this reality and pay more attention to this issue.

1 Introduction

What is political communication? This question can be answered as follows: it is a process of information exchange between participants in political relations that arise in the course of official and unofficial interactions. It often acts as a socio-informational segment of politics. Many researchers gave their definition of this phenomenon, expressing their vision and understanding, characterizing its role in the political system “... as blood circulation in the human body” [1]. The study of political communication as a phenomenon in developed countries began in the middle of the 20th century, interest in which as a separate phenomenon arose in connection with the democratization of political processes in the world. Political communications are not only the result of the interaction of principles, methods and tools directly related to the struggle for power, but also the result of mutual influence and exchange of information between the subjects of international relations [2].

The researchers made arguments in favor of the mandatory interaction between the subjects of the communication process, since it is impossible to do without politics and relations in power when solving the most important issues for the state. But often we see cases when it is the communication channels and communication resources that are used as the most effective means not only at the national-state level, but also on a global scale for political intrigues.
2 Research Methodology

It is quite obvious that communications are carried out in various directions, both “vertically” and “horizontally”, there is not only the transmission of signals from the political elite to the masses, but also the transmission of information in informal ways. There are three ways of communication - the media, socio-political organizations and informal contacts. Today, the discussion of a particular issue relating to a political phenomenon or process in a particular area, a state or the world as a whole can be discussed both in government bodies and in the kitchen of ordinary people trying to understand the issue of interest to them. In fact, there is a broadcast, movement, transfer of political information, i.e. circulation of certain information from sources interacting with various social groups or individuals. With the help of this information turnover, knowledge and political experience are transferred, as well as the socialization and political adaptation of people, thereby structuring political life.

Thus, political communication is a dynamically developing, multidimensional phenomenon, and this must be taken into account when conducting research on this phenomenon. Russian research scientists such as A.I. Bronnikov, S.S. Malinovsky, M.S. Vershinin and others have published a large number of scientific papers, educational publications on political communication. In these studies, in most cases, they talk about the internal political events and phenomena that have been studied, since in fact they consider issues of interaction within the framework of the political system of society.

International political communication is not considered as a separate element as a component of the system of international relations. Our task is to form a single holistic view of the phenomenon of international political communication based on scientific analysis.

As for the confrontation between the two East-West poles, it should be remembered that even under Prince Alexander Nevsky, when the Pope of Rome tried to win him over to his side, promising support against the Mongols in exchange for the adoption of Catholicism, there was a confrontation between the Western ideology and the Eastern one. Also, without abandoning attempts to get closer to the Russian administrative apparatus, Ivan the Terrible again received an offer of “mutually beneficial” assistance against the Ottomans, which the Russian Tsar refused.

3 Results and Discussions

The results of the Northern War are well known - the Russian state once again demonstrated its power, acquiring the status of an empire, whose opinion must be reckoned with.

Napoleon Bonaparte also failed to destroy the integrity of Russia, despite the fact that his plans to seize the world were quite successfully carried out on the territories of European states, captured by him in a short time.

The participation of the Russian state in two world wars indisputably proves the fact of its power and significance in the international arena.

But at the end of the 20th century, historically significant events took place that changed the political map of Europe: the collapse of the Soviet Union and the formation of new states with sovereign control. This suited the West quite well, since Russia tried to resolve its internal issues and did not interfere in geopolitics.

The historical perception of the relationship between two development models opposed to each other makes it possible to identify several periods of confrontation: wars or the seizure of territories and the time of “peaceful” confrontation, when they were united by a common external threat.
What could give rise to such irreconcilable rivalry? This requires certain conditions to logically justify their actions. Taken together, differences in the religious, cultural, military, and economic spheres give rise to a general propensity for opposition. Thus, we can say that this is a confrontation between civilizational systems, i.e. natural opposition. But if the conditions that caused the disunity are changed, then most likely it will be possible to achieve progressive changes in the political and historical process, both in the Russian and Western directions. To do this, it is necessary to use all the tools to achieve positive results, one of which is political communication.

The conditions for the development of the world community in the 21st century can be characterized as unstable, lacking stability in the international arena due to the use of certain channels of political relations. Therefore, it is necessary to take into account the concept developed by M. Castells about the network society, which includes certain configurations of not only local and national, but also global scales in the multidimensional space of social interaction [3].

In the media environment, it has become common to express support for certain “values” that are alien to the domestic mentality, open support by the American and Western authorities for LGBT people, the planting of a new worldview, where there is a place for non-traditional relations accepted as the norm in “progressive” Europe. In the international arena, the means of communication are also widely used for more effective political struggle. As V.K. Belozerov, “... in the 21st century, communication is carried out in two main projections: with the help of open influence and influence on counterparties of this process, or by hidden introduction of the interests of an active subject into the semantic field and mental space of communication exchange partners” [4].

Definitely, there are many examples of the use of open, official communication channels designed for cultural cooperation and strengthening relationships as a tool for veiled infiltration into the system of government of any state to rebuild public opinion, change the national historical foundations of society.

This can be seen from the example of the methods used by the United States against Russia since 2015, called “strategic communication”, the essence of which was to strengthen the propaganda of the anti-Russian international image, considered within the framework of geopolitics.

The states that are members of the North Atlantic Alliance adhere to the line of liberalism, directed towards “democratic ideals” for the entire world community, and also call for universal westernization [5].

In the scientific circles of foreign researchers today one can hear the frequently used term “liberal internationalism”, which refers to the goal - global democracy. The adherents of this idea are scientists and politicians of the countries of the European Union, the USA and the United Kingdom. To implement their ideas, they created certain institutions in the territories of the former Soviet republics that promote the “profitability” for the latter of borrowing the Western foundations of liberalism, built on economic dependence. Thus, the united Europe developed its own version of the ideological influence on the new countries of the Union of Independent States, using political and communication ties for this purpose.

All these measures were taken by the European Union in order to be able to influence the internal politics of these states, more and more effectively debugging the mechanism. Since the beginning of the 1990s, the ideological foundations have been transformed in the Baltic countries, Georgia, Moldova, Armenia and Ukraine, a new identity of the entire society of the newly formed state is being formed.

The issue related to the influence of international political communications on the state of security of the entire world community, as well as Russia’s interests in this area, is the most relevant in the context of the analysis of international communications.

At the beginning of the 21st century, the Russian Federation was involved in military-political conflicts that unfolded almost along all the borders of the state and beyond. In order to strengthen collective security in the space of the Commonwealth of Independent
States, the Collective Security Treaty Organization was created back in May 1992, the members of which were individual post-Soviet states. But the North Atlantic Alliance opens its representative offices in the territories of the CIS countries to use political communications for their own purposes. One of them is the Atlantic Treaty Association - a structure for uniting national associations in the countries of the CIS and Eastern Europe.

With the participation of NATO, a whole network of political interactions of the European Union was created, and in their official documents the goal of increasing interaction with the North Atlantic Alliance was indicated. In Riga, cooperation was established with NATO and European Union institutions on “strategic propaganda” and a computer security center was opened in Tallinn. Finland also has a European Center of Excellence for Countering Hybrid Threats since 2017 [10]. The experts in these organizations are members of NATO and the EU, who are trying to undermine the political communications of Russia, China and Iran.

It should be noted that the consolidation of Atlantic organizations in the system of political communications in the post-Soviet space occurred with the idea of abandoning integration projects with Russia, as a result of which protest movements in Belarus, Armenia and Kyrgyzstan intensified in the period from 2017 to 2021, the leaders of which were with calls to abandon the economic and military-political union with Russia.

Based on this, it is necessary to more carefully adjust the very principles of countering external information and psychological influences, within the boundaries of which communication “Russia-West” takes place [11]. In the media of countries antagonistic to Russia, unverified and sometimes simply falsified data are often circulated, exposing Russian foreign policy in an unsightly light, focusing on the “illegal” nature of actions. This leads to a wide public outcry and, ready to believe in rumors, citizens take one position or another, not really understanding the details and details. In order to avoid such precedents, it is necessary to identify the very facts of anti-Russian propaganda in the field of information, especially in the post-Soviet space.

In addition, in order to strengthen communications in the political sphere, it is extremely important to cover issues that arise in the foreign and military policy of NATO member countries. Recently, more and more political figures, scientists and publicists around the world have expressed their own vision of world problems, based on real events that took place in a particular country.

The successful actions of the Russian armed forces in the Ukrainian operation demonstrate the stable position of Russia as a state with a fairly strong administrative apparatus, and thereby smashing to smithereens all the claims of the collective West to the world championship. The unfolding campaign of sanctions actions by the United States and leading European countries did not lead to the desired results. According to Western political scientists, the main part of the world community does not show their interest in “punishing” Russia, but on the contrary, they sympathize with Putin’s foreign policy. David Brooks, writing in The New York Times on April 8, 2022, noted that Western values are not the same as world values [12]: “In fact, we are cultural outcasts in the West.” Harvard University professor Joseph Henrich, in his book The Strangest People, expressed a similar view, saying “…we are strange people, fixated on ourselves and very individualistic, oriented towards control. We are focused on our qualities, aspirations and achievements, and not at all on our relationships and social roles …”.

Russia is the main participant in global processes, today the country needs to defend its values and priorities in all spheres of life - from economic to ideological. It is obvious that the way out of crisis situations has always been determined by one or another direction in which the state could withstand an external threat [13]. The authorities understand that copying or borrowing Western civilizational components and applying them in their socio-economic system will not lead to positive results for the country. The Russian people are increasingly showing their position, not wanting to put up with the West’s attitude towards Russia.
It should be noted that the development of science in the field of informatization and communications has made it possible to build new geopolitical projects that can be effectively used in the policy pursued by the regional leaders of the post-Soviet space. The Cooperation Council of Turkic-Speaking States (Turkic Council) supported the idea of pan-Turkism, and in order to unite all Turkic peoples, communication ties were established with the communities of Turkic-speaking states [14]. These are the International Organization of Turkic Culture, the International Kazakh-Turkish University, the Kyrgyz-Turkish Manas University and others. Thus, one can see in action the result of "soft power" in promoting the idea of pan-Turkism in the post-Soviet space.

It cannot be argued that the ideological bases actively promoted from outside have become prevalent in the political consciousness of the masses in the CIS countries. There is a certain positive trend in relations with the Russian state, given the participation in common unifying political projects, such as the Collective Security Treaty Organization (CSTO), the Eurasian Economic Community (EurAsEC), the Shanghai Cooperation Organization (SCO), the Common Economic Space (CES).

The Internet is becoming the main means of communication in modern society, through which citizens can receive a variety of information, including information about the political situation or significant events that have occurred in international relations, thereby being included in the communication process. All media have certain sources from which they draw data, which subsequently become publicly available [15]. Users are now becoming less dependent on government officials, the media and political organizations, they can get quick answers to their questions, avoid paperwork and other bureaucratic obstacles. It may seem that the World Wide Web gives the electorate a choice: to trust or not to trust the media, as well as to participate in the political life of the country, expressing their opinions or making proposals without the intervention of politicians.

Another area also deserves attention - military-political alliances. American scientist Professor Joe Liska gives his definition of an alliance: a documented union of two or more states in order to counter the threat posed by a stronger third state. Military-political alliances are formed as a result of the emergence of military conflicts in order to maintain a balance of power and prevent the strengthening of any state or system that threatens the security or sovereignty of other political actors. [6]

At the beginning of the 21st century, the Russian Federation is entering a new level of international relations, creating a solid foundation for political communications as a strong partner, having achieved effective results in various areas, including the military one. There are agreements with the countries of the Persian Gulf on the basis of military-technical cooperation, as well as business communities.

The Syrian crisis demanded special attention, as there was a threat of a terrorist threat to the entire Middle East region. News agencies from different countries have actively joined in the information debate, speaking in every way about the current situation. At that time, the government of the Syrian Arab Republic made a decision that changed the balance of power in the region, thereby strengthening its position. Bashar al-Assad officially appealed to the Russian authorities for help in resolving the conflict and received a positive response. The decision taken by Moscow was assessed by various political experts as correct and timely, thereby strengthening Russia’s international position as a responsible actor. The Chief of the Iranian General Staff, Masoud Jazayeri, described the actions of the Russian military space forces as “correct and necessary” [7].

For several years, the participation of the Russian state in various kinds of diplomatic and military-political events at the international level has increased the level of trust among the countries of the Middle East region, and also demonstrated the positive direction of Russia’s foreign policy.

Russia has established itself as a guarantor of security, thanks to military successes in Syria, its presence in the region has given impetus to the emergence of political
communication channels and a new system for ensuring collective security in the Middle East.

The problem for building positive relations with Western countries is the unwillingness of the leaders of “united Europe” to recognize Russia’s political leadership. In order to weaken its position in official statements and communications, there is constantly a negative direction of the statements of Western and American politicians. Particular attention was paid to the use of communication tools in order to change the format of the entire post-Soviet space with the specific goal of promoting their national interests [8].

4 Conclusions

In conclusion, the following can be noted, for the development of political communications on an international scale, to improve their quality and transformation, an adequate response to the folding situations is necessary on the part of the leadership of those organizations that deal with issues of integration and communication in international relations. It is necessary to understand and analyze all information attacks against Russia from political opponents, without ceasing to look for new ways and approaches to the use of information technologies to establish cultural ties, to protect the humanitarian foundations of collective security in the world. The United States and the countries participating in the North Atlantic Alliance, in turn, do not stop using and intensively developing doctrinal ideology for a massive impact on the spiritual world and worldview of societies that have emerged from the system of Soviet unity. The main role here is played by the developed networks of political communications of the European Union, the United States and NATO countries. In this context, there is a disproportion between Russia and its rivals. A possible solution to this issue could be the activation and mobilization of all the resources of the Russian state, both intellectual and analytical, in order to establish ties not only political, but also economic and cultural in order to create a new model of relations that meets the conditions of the new time.

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