

Noopolitical Aspect of International Journalism

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Abstract: A modern world dismissed a thesis that the Cold War is over. International journalists work for the benefit of their states, entering into confrontation with each other every day, using the new technologies of communication media. Practically, the mass media has become the mean of manipulation. It is possible to change any political system of another state using the mass media. For this the information strategies are developed. The article provides a definition of noopolitics, as a strategy of international processes manipulation by means of mass media, used for a formation in general public positive or negative relation to external or internal policy of the state or the block of states in order to create a positive or negative image of ideas and promulgated moral values. With the development of global information space, the political systems are developed new countries, such as Kosovo, South Ossetia, West Sahara, South Sudan, are being formed. What was considered logically organized and complete in the world policy, it is destroyed now. A new understanding of geopolitics, as the influence of world policy on international relations, emerges in the modern world taking into consideration the role and place of mass media and journalism.

Key words: Mass media • Communication media • Noopolitics • Geopolitics • International journalism

INTRODUCTION

When we talk about the mass media, we assume the presence of material, prepared by journalists. When we say "journalism", we assume the mass media. Russian theorists [1], studying the journalism as a science, consider its functions, assuming, that when the functions (the role) of the journalism are specified, there is a possibility to determine its place in the social relations. They consider the mass media and journalism only as different categories. Essentially, they are not only the different categories; they are different notions with absolutely different functions. Under the function of journalism some scientists understand as "the purpose and the role of journalism in the system of public relations" [2]. However, public relations represent diverse forms of interdependencies. They are connected with the position of people and the roles, fulfilled in the society. They can occur between people, who do not even know about the existence of each other and the interdependencies between them will be brought about through the system of social institutes. If to use the social institutes with some skill, they form the life activity of the

authority. Thus, it is necessary to state, that the journalism is a constituent of the mass media, which, in its turn, are included to the political system, as a mean of society manipulation [3]. To the question, how the mass media work for the policy, there is the following answer: they present information using specific ways of data presentation or distorting it. The "labeling" technique, rumor manipulation, concealment of information that is of no interest for the general public, interest formation by means of different linguistic manipulations are a part of means, used by the mass media today. Means and techniques are not used separately, but to study them, it is convenient to consider them in "pure" form. The fact, that the information, presented by the mass media in the definite time and in the definite place, can change even the external policy, is proved almost every day. On of the examples is the speech of Angela Merkel "About the crackdown of demonstrations in Turkey by the police" [4]. Chancellor of Germany criticized the Turkish government, giving an interview in the mass media, an Germany in reply got a statement regarding the political future of Angela Merkel. Nobody in Turkey would know, what Angela Merkel was talking about, but the mass media

presented the information locally. Neither to Brazil, nor to Mexico, but directly to Turkey. Selecting a part from the context of the politician speech, the mass media directs it to the necessary place, supposing the definite reaction of the Turkish general public and political elite. The information about the explosions in the "White House", turned out to be fake in fact, shook the world stock exchanges [5]. The information about the removal from office of Russian Railways (RR) head [6] made all the population of Russia understand that the internet is imperfect as a source of information. The information that West Sahara accepts South Ossetia made the Georgian MFA (Ministry of Foreign Affairs) work. Are the mass media self-maintained in their work? It is supposed, that no. Are the journalists free in creation of their materials? The answer is positive. A journalist is free in selection of topic and the form, by means of which he presents the material. The mass media are also free in selection, whether to take the material from the journalist or no. It is the mass media, but not the journalist, determine whether the material will be interesting for the readers and how the proprietor of the mass media will react to this material. Sometimes it is presented as a conflict of interests of the journalist and the mass media. However, what is presented and what exists indeed are two totally different things. The mass media are a part of the state, without which no one state informational politics will work.

Main Part: In the end of the XX century, the world policy was recognized as an independent scientific and educational discipline, which studies the existing and developing political system of the world, its structure, institutes and processes [8]. The terms "globalism" and "global information space" came into general use. The study of political processes of the modern world and development tendencies of international relations became no more rare and obscure, but vital [9]. The development of statutory power, the attempts of legal regulation, the increase of role of international law - all this is reflected in the mass media, forming in people conscience the necessity in uniform understanding of the developing world order.

The events of the last 20 years, happened on the world arena, made us look in another way at the familiar notions and political processes, such as national interests, conflicts and wars, terrorism, national sovereignty and foreign policy. The existing term "geopolitics", as a state policy, pursued or grounded taking into consideration geographical, economic and demographic factors of the world scale, formulated in the

beginning of the 20th century by Swedish political scientist Rudolph Kjellén (1864–1922) [10], became not quite up-to-date and requires modifications. From the modern investigators of geopolitics, offering their terminology, it is necessary to mention N.A. Nartov and V.N. Narov, suggesting the following definition: "geopolitics is a science, knowledge system about the control over space. Geopolitics considers the space from the viewpoint of policy (government). It is more dynamic as compared to the political geography" [11]. Such definition gives an understanding of essence of geopolitical science. However, taking into consideration the political realities and the development of the political science, the geopolitics shall be understood as the influence of the world policy on the international relations. There can arise the question, if the international relations form the world policy? The answer is positive up to the middle of the XX century. However, with the development of global information flow, the states got an opportunity to form their foreign policy based on the obtained information about the foreign-policy objectives of the other states. Thus, the information openness, determined by us as a global information space, provides the states and countries with the opportunity to make various political decisions on supporting their interests in solving the problems in the international sphere. Every day the mass media deliver news relating information, international political organizations provide their tribune for the possibility to express the conception of foreign affairs and to define the position regarding the happened or predicted events. The mass media stopped to divide the events into intrastate and foreign. The news is divided in order of importance regardless the spheres, described in them. All of them have the direct relationship to the geopolitical processes. The information, carried off to the consumers of the mass media, is considered by them as a joint political activity of international legal entities (states, intergovernmental and non-governmental organizations, alliances etc.), connected with coordination of their interests, solution of war and peace problems, preventing and regulation of global, regional and national conflicts, creation of fair world order. On that basis the state forms its information strategy. It is suggested to introduce to political circulation such notion as a noopolitics. Noopolitics is an informational strategy of manipulating international processes through the forming in general public by means of mass media of positive or negative attitude to external or internal policy of a state of block of states to create a positive or negative image of ideas and promulgated moral values [12]. This definition

is being introduced in relation with the acceptance of the US Armed Forces the same-name information strategy [13]. The Russian scientist S.N. Grinyaev points out, that the information data, based on the prediction of development tendencies, can be relatively precise only for the nearest future, their precision loses as far as they leave into future (from one year up to three years). The geopolitical forecasts are less predictable. They are subject to significantly faster changes or corrections under the influence of the flow of different events [14]. In public conscience the figurants of noopolitics, alongside with the statesmen, are represented by the international journalists, collecting and preparing information, which becomes a foundation for policy making in the international arena. However, the prepared material requires corrections under the mass media standards and their ideology. Many mass media of the Western countries talk about their independence. At that, the independence is understood as the absence of direct pressure of the state authorities on them. At that, it is impossible to exclude the mediate impact of the government. If it is subject to television, the pieces, titled "No comments" are on air. Television "constructs" the reality. It does not reflect it, but creates it, controls the logical conclusions, deforms the viewer's perception, as he does not have the information about previously happened. By means of such "virtual" reality television manipulates with the conscience of millions of people. The same can be said about press. What concerns the Internet, it can not be considered as the mass media, because the Internet is the medium, where the content is located. The Internet in its pure form is the communication media. With the development of modern technologies, as the Russian scientist O.A. Sudorgin predicts, "...the development of wireless networks of 802.11 standard and VoiceOverIP technology in the nearest 10-20 years will result in final integration of traditional communicative channels and Internet, creating the global infomedia, meeting the criteria "any information in any place in any time" [15]. The fact, that at present the states and their political elite become interested in both communication media and mass media so much, that it has become a constituent of doctrines, devoted to information security, is self-explanatory. The threat to the existing authority, in their opinion, is represented by the mass media, forming the agenda through the communication media. However, the communication media, in their turn, are in global information space. They fight for its control and an opportunity to manage, proving the thesis: the one, who possesses the information, possesses the world. O.A.

Sudorgin managed to prove the following thesis: "The political significance and the role of information space in modern social medium constantly objectively increases, as this space constantly expands, involving new subjects, institutes, networks, i.e. the structure of information space grows increasingly complex. Due to external factors, the government becomes more and more interested in the information space of the modern society, which becomes its object to an increasing degree. The political role of the modern information space changes due to its ability to change the political system and the authority." Therefore, the journalism is involved into modern political processes, forming the new world order [16]. More accurately, it is not the journalism itself, but its fragment - international journalism. The international journalist should be a journalist and at the same time a specialist in the sphere of international relations, a historian, a sociologist and a diplomat. The international journalist should possess the following important qualities: an ability to listen and to hear, write and think, understand, what he writes and predict the political consequences after the material is published; whilst all these qualities are combined with the knowledge of country study and, sometimes, diplomacy. The international journalist should not only know the names of the countries, but should study deeply the economic, political and social geography and geopolitics. Substantive aspects of the international journalist work require the knowledge of genre specific character. Speaking about the genres of international journalism, it is necessary to note, that for the skilled international journalist it is important not only to use a standard set of genres, as sketch, interview, report, remark, analytical article, but also to be able to combine them. All the information about political events, in one form or another, is available from the messages of news agencies or another sources, communicating news in accordance with their traditions. The international journalist should be able to show the reader, viewer and listener the full picture of the way, how and what happens in one or another country, show the roots of the events or conceal them, otherwise his work is meaningless, that is why, at present, a simple interview without the analytics is unsuitable for the presentation of elite political life. Previously, the international journalist divided his work into two parts - the work abroad and the work in the editing room. Now the work in the editing room, i.e. the processing of the messages from news agencies, foreign press and business press of the country, which constitutes his specialization, is the main one. The international journalist should be aware of the fact, that one sentence, sometimes

even one word, which is interpreted wrongly or incorrectly, can cripple the country's reputation; it will be the undeserved and frequently absolutely undesirable loss, especially if such situation occurs before the international negotiations or during them. The information, communicated by the international journalist, can set the general public against the further cooperation with one or another country. On the top of everything else, the international journalist should be ready, that he will be made raised demands in the sphere of business and personal ethics. Frequently, the journalist, especially if he works for a long time and has a weight authority, serves as a single interlink of countries-subjects of some ethnic conflict. The observation of honor and dignity, both private and the one of the presented mass media and also the countries, about which he writes, shall be above all. In the post-war period in the USSR the system of interaction with the foreign audience was built very reasonably. Overseas broadcast was a part of this system; there existed the Soviet Piece Committee with extended international relations (not it is called as The Peace and Conciliation Federation). There existed the All Union Society for Cultural Relation with Overseas, Youth Committee, Women Committee, Jewish Committee (unless it was liquidated). APN had a great publishing house, which published books in 80 languages, distributed in many countries. On 1990 this system was destroyed. Sometimes, in scientific literature there arises the term, determining the place of journalism in society [17]. In the system of Internet there appeared the blogosphere and the attempts to name it. It is either "citizen journalism" or "alternative journalism". However, the conclusion of recent researches is that it is a great responsibility, shouldered by the alternative journalists - to be in the forefront of opposition to imperialism and global capital [18]. In our opinion, the criticism of such position was best of all formulated by Martin Hirs in the comment "What is the alternative journalism?" [19]. In his comment to the book of Atton Chris and James Gamilton [20] he spoke, that the absence of the uniform understanding, what is the alternative journalism, presupposes not to introduce the new phrases.

CONCLUSION

The work of the television company "Russia Today" can be treated with respect, but its competitors: foreign television broadcast "Voice of America", "Al-Jazeera" have much the largest budgets and, consequently, the largest opportunities, so it is the competition with different opportunities. In opinion of the well-known

Russian international journalist Valentin Zoryn, today in practice, the Russian point of view is accepted by the West only if it is communicated by Vladimir Vladimirovich Putin and Dmitry Anatolievich Medvedev, who give an interview to the Western television broadcasting companies and speak on the press-conferences abroad, which can not be dissembled; the rest gets through hardly. It is bad, when the whole problem of propaganda and counterpropaganda, oriented at the foreign audience, is undertaken only by the President and the Prime Minister, but, at present, it is just the case. In the Soviet period, the international journalism was the subject of inner use, although, perhaps, this tendency is being kept.

Summary: The modern period of society development revealed, that the "Cold War" was not over, but it just changed its shape. Noopolitics, as a global international strategy, was used, is being used and will be used by states in the fight for the control over information space.

International journalism was segregated to the separate sphere, in connection with the specific functions of its participation in formation of the modern world order. The international system of the XXI century will be characterized by the illusory contradiction: fragmentation, on the one hand and growing globalization, on the other hand. At the level of relations among states, the new order, replaced the "Cold War", will resemble a European system of states of XVIII — XIX centuries. It will include, at least, the United States, Europe, China, Japan, Russia and, possibly, India and a great majority of medium and small countries. At the same time the international relations will have the truly global character for the first time and the presentation of such relations will require new specialists, who are the international journalists.

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