

Influence Of The Concept Of Noopolitics On Changes In Socio-Political Processes: A Comparative Approach

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Abstract

According to Russian and American scientists, the era of noopolitics is coming. In their works, the authors present their vision of why and how managerial thought should act during the formation of a new reality. Russian and American authors have different points of view. In this article, we have concentratedly collected mainly the Russian point of view on such a phenomenon as noopolitics. The media in the international process are presented by the authors as a concrete and imperious «matrix» - as a system of cultural and informational monopolies of any state. The authors propose to consider mediatized politics as a virtual reality presented and created by the media, and mediatized politics as a process of establishing this reality. Any information created by a journalist through signs can have many meanings, and the choice of meaning depends on the consciousness that perceives this word. This conclusion is fully consistent with the thesis about the a priori axiomaticity of the communicator and the a posteriori unpredictability of the communicant.

Keywords

Noopolitik, noopolitics, Mediatization of the political process, manipulation of international processes, Political defamation.

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Introduction

The topic of noopolitics is extremely interesting, but at the same time difficult for scientific description and study. This is due not so much to the rapid development of information technologies and the formation of a network info communicative paradigm, but to a change in the very communicative nature of interaction and mutual influence of the subjects of information exchange. For researchers in the field of political science and communication science, the relevance of this topic can be determined by the active dynamics of the global information and political space and the need to study it in order to forecast and sustainable development, on the one hand, and unpredictable effects or failures in variable sociocultural conditions, on the other. In addition, in the intensifying competition of the leading civilizational systems, which in promoting their ideas and ideologies and their extrapolation to other communities are increasingly using innovative information approaches. It is the media system that is sometimes the only means of implementing strategic and tactical political decisions. The novelty of the study of noopolitics lies in the proposal and substantiation: first, the concept of noopolitics as a media accompaniment of the foreign policy strategies of the actors of international relations in the network space; secondly, the scientific description of the phenomenon of noopolitics from the point of view of the unity of empirical and theoretical, global and local; third, the processes of mediatization of the political process, algorithms for identifying the attributive agenda and linguistic means of expressing ideological modality.

In the Russian Federation, Sergei Nikonov, Doctor of Political Science, Associate Professor of the Department of International Journalism at St. Petersburg State University (Nikonov, 2013b), is considered a specialist in the field of noopolitics; in the United States of America, he is opposed by RAND Corporation employees John Arquilla and Donald Ronfeld (Arquilla et al., 1999). They voice their idea of noopolitics on the YouTube platform, where they discuss the modern understanding of noopolitics and its use in global governance.

In 2020, two scientific works "Whose History Will Win?" Were published on two different continents by Ronfeldt and Arquilla (2020) and "Noopolitics and Internet Media: Information Confrontation in the Network Space" (Nikonov, 2013a). Moreover, the authors cite each other, giving due to the opposite opinion. And if, the work of Arquilla et al. (1999) is available and understandable for European scientists, since it is published in English, then the attitude and understanding of noopolitics of Russian scientists are mostly not clear, since the publication does not have an English translation, and the Russian language is little familiar to the academic community.

Literature review

In his works devoted to noopolitics, theoretical issues of the spatial and structural-functional transformation of the modern world order in the end of the 20th - first quarter of the 21st centuries are considered; revealed the dependence of the communication process on the media support of international relations, taking into account the manipulative functions of the media; structuring and specific functionality of «new» media in political communication; the influence of online media on the interpretation of reality when covering international events; manifestations of mediatization of the political process using the attributive agenda and linguistic means of expressing the ideological modality (Nikonov, 2013a). This arrangement of the structure of scientific research seems to be quite logical and acceptable for obtaining results that claim to solve a scientific problem located in an interdisciplinary space. In their works, Russian scientists organically rely on approaches traditional for the theory and methodology of journalism and the proven results of studying the properties of all media components, known in mediaology and political communication, and this can be attributed to the evidence of the reliability of the results obtained. We are talking about the works of (Achkasov & Eremeev, 2009; Baranov, 2010; Flint, 2006; Inozemtsev, 1999; Keating & Loughlin, 2013; Panarin, 2000; Payne & Hadzhidimova, 2020; Pettigrew, 1998; Radikov, 2004; Tsygankov, 2003; Venier, 2011). But, note that in the current list of information, and in particular media effects, there are many newly formed cognitive artifacts that ensure the effectiveness of communication and communication processes (for example, the technology of narratives, in which frames are included according to the principle of nested structures; production of podcasts and pre-postcasts, etc.). And to analyze the effectiveness of using the potential of influence (or influence) on the target audience of the still called «new»

media, it would be useful to involve the apparatus of political mediometry, which makes it possible to reveal the degree of their involvement in operations to undermine the information and political stability of international actors, as the Russian researcher wrote about (Nikolaychuk, 2016).

The changes taking place in modern journalism, some of these researchers, first of all, associate with the politicization of society, finding the most diverse manifestations of this tendency, using different approaches to describe them. One of them is the transition to virtual reality. And this, in fact, is the current state of society. The works of Russian scientists are based on the general scientific methodology of historical and philosophical analysis, the general theory of knowledge. The methodological basis of their work was composed of works describing the strategies of international relations, in particular, geopolitical strategies, as well as strategies for ensuring national security, which are extremely popular from a practical point of view in recent decades. It should be noted that almost all aspects of the study of political strategies exist in an indissoluble synthesis with the developments of applied sociology and political analysis.

To the degree of elaboration of the topic of noopolitics, Russian scientists attributed the works of theorists in the field of building the state and managing society, starting with the works of Plato (Plato, 2020) and (Machiavelli, 2020), who, in our opinion, already at that time understood that the management of society must be approached responsibly and fundamentally. The object of research by Russian researchers was the phenomenon of noopolitics (Nikonov et al., 2015a). The subject of the research is the conceptual design of noopolitics and its practical implementation in the information strategy of states in the context of globalization and the emergence of a new world order.

The purpose of the study was to substantiate the concept of noopolitics and create a methodology for identifying the tasks of a certain foreign policy information strategy and means of its implementation. The hypothesis of the study was proposed that any subject of international relations can build its international information policy, extracting political dividends and not advertising its direct participation in changing political processes, using the media as a tool for managing international processes, taking the concept of noopolitics as a basis.

Methods

The research of Russian scientists was based on the following methods:

- 1) the method of statistical analysis, which made it possible to determine the numerical characteristics of the whole by the properties of one part;
- 2) retrospective and comparative political analysis, which includes the study of European, Russian and Asian experience in the use of international information in world history and politics;
- 3) modeling - building models and studying the practice of making political decisions in the process of forming international relations;
- 4) content analysis - analysis of textual information (speeches, press releases, interviews with politicians and participants in international meetings), revealing the true motives of the behavior of political leaders and their statements;
- 5) discourse analysis, which made it possible to create the conceptual apparatus of research, in particular, a definitive description of the term «noopolitics» as a scientific one;
- 6) semiotic analysis, involving the study of the perception of valuable information by various political actors, depending on national, ethnic and cultural affiliation;

The methodological basis of the study was composed of works describing strategies of international relations, in particular, geopolitical strategies, as well as strategies for ensuring national security, which are extremely in demand from a practical point of view in recent decades (Brzezinski, 1998; Carnoy, 2014; Chellen, 1916; Fukuyama, 2006; Haushofer & Usachev, 2001; Mackinder, 1919; Ratzel, 1897; Sorokin, 1996; Spykman, 2017; Tunitit, 2020).

Results

The Russian side proposes to use noopolitics as a «conflict-free» strategy of confrontation. Non-conflict, according to S. Nikonov, is not the absence of conflicts, but the absence of visible direct interference in the internal affairs of another subject of international relations (Labush et al., 2015; Nikonov et al., 2015c). Thus, it is proposed that the American scientist Arquilla et al. (1999) predicted in his work, to translate relations into a diplomatic aspect. That is, to return foreign policy from open confrontation to confrontation hidden behind the walls of diplomacy. According to

Russian scientists, new technical communication capabilities allow officials, even without making statements at official meetings, receptions, briefings, etc., indirectly initiate an exacerbation of information warfare, aggravate the situation, and regulate information flows. To confirm or refute the hypothesis, Russian scientists formulated problems, solving which they came to the following provisions, which they put forward for scientific discussion:

1. Noopolitics is a concept of an information strategy for manipulating international processes through the formation of a positive or negative attitude of the public through the mass media to the foreign and domestic policy of a state or a block of states in order to create a positive / negative image of ideas and promoted moral values (Nikonov, 2013b; Nikonov et al., 2016).

2. Noopolitics is opposed to real politics and may be of interest to politicians and media researchers who are focused on studying the media as a tool for its implementation. We emphasize that it is opposed in the same way as in the modern world the global-national is opposed, ideology as a system of ideas and as an instrument, politics as real action and politics as management. Real politics will exist until the political actions of the actors can be calculated. But in the future, in a period of possible chaos in international relations and the breakdown of the system of international law, noopolitics will be more in demand in scientific circles and in practical application.

3. The processes of globalization erode the metaphysical basis of national sovereignty - the national identity of all countries of the world without exception. Foreign policy is both a continuation and an addition to domestic policy and plays an auxiliary role in the internal political process, although it is carried out in social conditions that are different from domestic ones.

4. In the interests of public peace in the state, the media are encouraged to use political defamation. By political defamation, we mean the dissemination of reliable facts with the aim of causing damage to someone's image. The understanding comes to political actors that it is necessary to educate the consumer of information so that later it would be possible to «launch» the desired information. Public tranquility is a category of legal reality for Russian scientists (Nikonov et al., 2015a).

5. The basic concepts of building information strategies directly affect journalism, political science, philology, military and other humanities. Information prevalence both in the sphere of regulation of the reception of information and in the sphere of its transmission allows ensuring the functioning of society and guaranteeing the invariability of the political system. To accomplish these tasks, multifunctional automated digital systems for distributing data and linking them to a specific area are being created. The activity of such systems is limited by technical and technological capabilities. They are entrusted with the tasks of collecting, distributing and transmitting information of various types through the Internet in a time format close to real (Labush et al., 2017; Nikonov et al., 2015a; Nikonov et al., 2015b, 2015c).

6. Network resources have the widest opportunities for the implementation of noopolitics today. Internet media differ from other media in their transnational nature, which provides access to content for users from different countries and provides an opportunity to post information in unlimited volumes. Possessing such features as hypertextuality, multimedia and interactivity, in conditions of information confrontation, they can become an effective tool for influencing political consciousness (Zhang & Nikonov, 2020).

7. Mediatized politics is virtual reality presented and created by the media, and mediatized politics is the process of establishing this reality. It is a set of mass phenomena of information impact and interaction both within the political sphere and when it is intertwined with the media sphere, which allows us to speak about the formation of a media-political system (Labush et al., 2017).

8. Attributive agendas formed in the Internet media can influence the perception of the politics of other states, their influencing potential is supported by linguistic means of expressing ideological modality, in particular, metaphors and stylistic figures.

Government management strategies have traditionally been planned primarily from the point of view of «hard» forms of power - the armed forces, economic opportunities, natural resources. They developed realpolitik to express their tough stance as a way of government that emphasizes the search for relative advantage through the demonstration of strength. The realization that intangible, ideal, «soft» forms of power - ideas, values, norms, battles for minds - are as deeply significant as hard forms of power began to take hold in the early 1990s, when the Cold War and the peaceful collapse of the Soviet Union ended. The Union revealed the potential of ideational approaches to state governance. When the Internet and other digital information technologies were on the rise, and its activities were not regulated in any way, strategists began to view

information in new media as a new form of power, giving preference to the «soft» side of the spectrum. The era of hard power versus soft power has come. In the original definition, soft power was considered good and hard power bad, as it was defined as violence. However, the more soft power was used, the more clearly it became clear that soft power is not only attractive manipulations, optimistic, moralistic methods, thanks to which it is possible to preserve the image of the state in a dignified form. Soft power can be used in harsh, harsh ways, for example, to warn, embarrass, expose, misinform, deceive, avoid, or alienate a political actor. We will return a little to the report of the RAND Corporation. American scientists admit that both in Russia and in the PRC today they pay great attention to the study of the phenomenon of noopolitics. They support our assumption that «soft power is only» the ability to attract, not command. The United States is giving up noospheric soil, «new leaders, especially in Washington, continued to disregard the possibilities of soft power and returned to an emphasis on hard power and realpolitik. This state of affairs should be treated with alarm; this should raise awareness of the urgent need to rethink public administration in the information age. For us, this means a transition from realpolitik to noopolitik. «We want to agree with our American colleagues and believe that noopolitics is still neglected in Russia. On the one hand, there are many philosophical references that reveal various aspects of the argumentation, covering the philosophy of the event in Bakhtin, vitalism in Nietzsche and Bergson, monadology in Leibniz, and the use of part of Gilles Deleuze's conceptual arsenal. These are all put together under the general term Foucauldian. On the other hand, it adds a characteristic inherent in other political philosophers of the time: the implementation of critical thought, which, while constantly crossing disciplinary boundaries - philosophy, sociology, economics, politics, semiotics, and others - overwhelms and undermines the boundaries of reflection and production reserves assigned to each of them. Russian scientists have concentrated on the way in which it is proposed to separate the concept of noopolitics from the concept of noopolitics proposed to us by American scientists, paying particular attention to the bridges that he will establish between the contributions of political philosophy, in particular, Foucault and Deleuze, sociology of Gabriel Tarde, so that to formulate and concretize our understanding of noopolitics in relation to them. In this paper, we tried to bring to a scientific discussion the value of noopolitics for understanding both modern forms of exercising power in societies of control and the vicissitudes of collective political action.

Conclusion

The hypothesis that any subject of international relations can build its international information policy, extracting political dividends and not advertising its direct participation in changing political processes, using the media as a tool for managing international processes, taking the concept of noopolitics as a basis, does not find its confirmation. Only powers with real sovereignty can build an international information policy. Today, Russian scientists from St. Petersburg State University include among such powers: Russia, the United States, the People's Republic of China and Iran.

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