

Challenges of Global Communication: Strategic Competition and Escalation of Tensions in International Relations

Jadranka Polović

Libertas International University, Faculty of International Relations and Diplomacy, Zagreb, Croatia

ABSTRACT

In contemporary international relations, information represents a crucially important geopolitical resource. This scientific work aims to analyze global communication with regard to two aspects. Firstly, it explores whether the technological revolution we are witnessing has threatened the fundamental values of liberal democracies. Exposed to the information interference of authoritarian states, liberal democracies risk evolving into societies characterized by control and surveillance mechanisms. Secondly, it examines the consequences of integrating modern information technologies into the space of geopolitics. Specifically, it investigates how global communications have reshaped the nature of warfare in the 21st century. Technology is not politically neutral; it plays a significant role in the international distribution of power. Despite the transformative impact of artificial intelligence on global business, little is being discussed about its implications for political and security relations which are undergoing irreversible changes.

Key words: global communication, information technology, international relations, liberal democracy, disinformation, information warfare

Introduction

Throughout long periods of history, people and their communities have always sought to connect, exchange information and share knowledge. However, with the rapid development of information and communication technologies, communication took on a completely new meaning already in the 1980s. Its accelerated evolution, together with the rapid processes of globalization, has brought unprecedented changes not only in computer technology and numerous economic sectors but also globally in social relations, making the world more interdependent than ever before. Undoubtedly, the information revolution and the global expansion of electronic media have turned the world into a global village¹, leading to a kind "of compression of time and space", thus introducing us to a period of deterritorialization in which physical borders of national states have disappeared and information became globally available in real time.

In contemporary international relations, information represents an increasingly important, if not the most important, geopolitical resource. Primarily situated within

the operational zones of emerging telecommunications corporations, the new empires of the globalist order, global communications have long remained outside the discourse of humanistic or social sciences. Nevertheless, informational resources and structures have become tools for achieving strategic advantage, thereby making global information networks a kind of cornerstone of a new international order and hence international relations.

Credibility of information is a key challenge of the modern communication society, and digital dependence makes countries very vulnerable to any disruptions in the flow of data. As communication increasingly takes place through digital channels, diplomatic relations and negotiations are also moving into the digital sphere. Indeed, the conflicts and tensions that have been common in international relations since the beginning of the century have also been reflected in the digital world, where various techniques such as cyber-attacks, disinformation (fake news) and hacking activities are used to weaken opponents. Information wars can have serious consequences for the political stabil-

ity of states, national and international security. Therefore, the geopolitics of information has a complex influence on contemporary international relations because it increasingly shapes the foreign policies decisions of states.

The subject of global strategic communications research is an interdisciplinary field, situated at the intersection of international relations, political science, communication theory, sociology, psychology, anthropology, philosophy, ethics and electronic technology². Content-wise, it covers various aspects important for successful communication management on a global level, especially intercultural communication aimed at overcoming communication barriers arising from cultural, social, and increasingly political reasons. Global communication is supported by modern information technology, which, along with traditional media, has had an unprecedented impact through the Internet, online platforms and social networks.

Incorporating diplomatic and political factors into communication strategies becomes particularly complex with the application of new communication technologies such as AI, virtual reality, block chain, and other technological innovations. Namely, the distribution of global communication systems and information resources represents an area of political-economic rivalry led by states, international organizations, corporations, as well as a broader set of international actors.

In this context, it is necessary to distinguish between international and global communication. The first refers to communication between nation states and deals with issues of national sovereignty, control of national information resources, and thus their status in international relations. Given that globalization has significantly transformed the role of the nation state³, which increasingly competes with significant non-state actors such as transnational corporations, international institutions and organizations, especially financial, military-political-economic alliances, but also terrorist organizations, we consider it more appropriate for the purposes of this scientific paper to use the term global communication. Namely, global communication transcends the borders of individual states as well as other international actors and introduces communication between nations into the discussion, emphasizing the importance of human rights, as well as the challenges arising from issues of international security and ideological and military factors of conflict.

This scientific work aims to analyze global communication with regard to two aspects: 1.) has the information technology revolution witnessed in recent decades threatened the fundamental principles of liberal democracies which, exposed to the informational interference of authoritarian states, themselves become societies of control and surveillance; In this context question is – can liberal societies, individual freedoms and democratic values "survive" this technological progress?; 2.) what are the consequences of integrating modern information technologies into the space of geopolitics or how the global communications changed the nature of warfare in the 21st century?

The aspect of security in online communication processes has become a key factor in international relations, significantly shaping peacetime as well as war outcomes. Balancing interests in the triad of state-society-individual relations has traditionally been part of the debate within the humanities and social sciences. Now this aspect takes on new dimensions within the global communication society dominated by technological corporations as new actors in the technologizing of social processes.

Questions of reliability and objectivity of the amount of globally available information and the impossibility of reliable identification of the subjects of online communication are strong security challenges in contemporary international relations. Therefore, the questions remain open – whether global communication, which led to deterritorialization, but also to the technologizing of the world, really resulted in greater understanding in international relations, or whether it encouraged serious divisions in society, between peoples and cultures and made a significant contribution to the idea of a clash of civilizations⁴.

Global Communications and Democracy in the 21st Century

With elections taking place in more than 60 countries around the world, including the most populous ones – Russia, India, Indonesia, and the USA – and encompassing nearly half of the world's population, 2024 is considered historically one of the most important electoral years. The elections occur within the context of strong global geopolitical tensions, as well as increasing internal destabilization of Western liberal democracies facing deep systemic and societal crises. Namely, the rise of authoritarian political parties and leaders, the emergence of "illiberal democracies" and the increasingly obvious lack of trust in the democratic institutions of Western liberal societies contribute to the rapid erosion of democracy. Back in 2019, the Catalan sociologist Manuel Castells claimed that liberal democracy had exhausted its historical trajectory⁵ especially in the era of the global information and technological revolution, which today surpasses political processes. According to Harari⁶, control is lost not only by voters but also by political elites, which is why traditional democratic politics fails to offer citizens meaningful visions of the future.

The Russian invasion of Ukraine in particular heightened tensions between "democracy and autocracy," making this division central to the structuring of the international order. The rhetoric introduced into international discourse by US President Joe Biden has been reinforced by the EU's new "Strategic Compass 2022", which considers "competition between governance systems" a key aspect of the European security order. In this context, the war in Ukraine is part of a wider battle for democracy, a war against autocratic and illiberal values that threaten the international order established after the end of the Cold War⁷.

The "Democracy Defense Package", adopted by the European Commission in December 2023 ahead of the 2024 European elections, aims to prevent the interference of authoritarian regimes such as Russia, China and Iran, which in recent years have mobilized enormous resources to influence democratic processes in countries around the world. Also, restore the trust of EU citizens in democratic institutions and elected leaders.

Undeniably, Western powers have a long history of interfering in other countries electoral processes, often resulting in challenges to their sovereignty, violent regime changes and coups. Indeed, after the Cold War, the legitimacy of Western interventionism aimed at the spread of democracy and human rights, as a practice of external influence and pressure, became an international norm. The famous German political scientist Wolfgang Merkel⁸ notes that the Reagan administration was the first to make regime change in autocratic systems a legitimate foreign policy goal through the "Project of democracy". This foreign policy approach was widely used during the administrations of W. J. Clinton and George W. Bush when regimes in the Middle East were forcibly changed.

However, after the presidential elections in the USA in 2016, discussions intensified about the interference of autocratic states, especially Russia, in elections in liberal Western countries, as well as about the potential impact of new technologies on the electoral process. The main challenge facing Western democratic governments since then is how to ensure the security of an electoral process that relies heavily on technological infrastructure. Namely, elections are digitized and technologized more than ever before⁹. The electoral system and voting modalities are key indicators of the level of democracy in society, and the right to vote is a fundamental part of an inclusive electoral process. In this context, the threat, as well as the reality of election interference, represent significant challenges for some of the Western countries that are considered the most institutionally strong and established democracies in the world. However, elections, especially at a time of complex transformations and crises that have gripped Western liberal societies, often exacerbate existing tensions and divisions. Cyber-attacks, hate speech and disinformation campaigns propagated by new technologies with the aim of manipulating public opinion pose serious risks that threaten the integrity of the electoral process. Disinformation campaigns occupied global communications. For example, since 2020, cyber-attacks in Africa directed against French influence have become more frequent, especially in the Central African Republic and Mali. Likewise, Turkey in Europe targets the Turkish immigrant population through the TRT site criticizing Islamophobia in Europe¹⁰.

Of course, the idea of social progress through progress and technology was strongly present until about 2015. The Internet and social networks were considered an "electronic agora", a virtual space for connection and participation that enabled the democratization of global communications and enabled the widest possible social debate. For

example, during the Arab Spring (2010-2013), Western media introduced the narrative of the Facebook, YouTube and Twitter revolution. The generally accepted view was that social media, more effective than political parties, enabled disaffected people, mostly young people, to organize and mobilize in resistance against authoritarian regimes. However, this very optimistic thesis that the internet and social networks have become a powerful medium for spreading the values of liberal democracy has gradually lost its strength. When it became evident that the new agora is shared not only by citizens committed to democracy, but increasingly by extremists and even authoritarian regimes, "alarm bells rang." Especially after suspicions of Russian involvement in the 2016 US presidential elections, the question arose: is there really a democratic crisis linked to the information technology revolution?

Are the internet and social networks new agents of manipulation? As early as 2018, French President Emmanuel Macron reaffirmed the idea of regulating the internet from the standpoint of protecting privacy and human rights, following the existing idea of Tim Berners-Lee, the inventor of the web, who introduced the "Contract for the Web," a global action plan that emphasizes the importance of principles such as freedom, openness, unrestricted access, and security for the internet, whose initial goal was to bring people together and make information/knowledge available and free. The agreement opened a debate on the need for network regulation, given that it concerns the cyber space used by half of humanity, managed by the technical community of private players. "If we don't regulate the relationship with user data, then what sense do democratically elected governments make," Macron wondered. However, Russia and China refused to sign this document and also opposed similar proposals within the framework of the UN. Both countries emphasize the importance of state sovereignty, which is above the human rights of individuals, meaning they insist on sovereign rights to collect data on their citizens or define hate speech standards differently from the Western value system¹¹.

In this context, the influence of artificial intelligence (AI) is particularly significant, as its application in detecting misinformation and limiting its spread is indispensable. However, it also has the potential to create and promote misinformation. This dual role is especially important due to geopolitical implications, as generative artificial intelligence is already transforming global communications, significantly altering the sectors of economy and finance, as well as politics and many other geopolitically relevant areas¹². Specifically, information in the digital world is becoming increasingly unreliable, and the space of social networks is often used for manipulating information, undermining trust in governments and political systems. Information as well as technology has thus become a powerful geopolitical weapon, as deep fakes, which utilize AI technology to create synthetic false videos/images, are frequently manipulated, amplifying the risks of cyber security with the aim of eroding social and

political trust and undermining the political stability of targeted states.

In the book "Digital Disconnect: How Capitalism is Turning the Internet Against Democracy", Robert W. McChesney¹³ argues that as early as the mid-1990s, as a result of political agreements, all aspects of the public service of the internet were actually privatized and transformed into a free market. After institutionalized privatization, tools and advertising space became the main driving force behind the development of internet technology. Therefore, the fundamental function of the digital communication system is tracking user data. Online advertising has undoubtedly opened up space for global mass surveillance of citizens by commercial corporations and intelligence agencies. Monopolistic corporations, closely tied to Western corporate (strategic) interests, have effectively colonized the network environment, making it clear that new regulation will reduce freedom and increase surveillance.

The question remains open whether democracy and the political order that the West has built over the past decades will survive the age of information or, according to Harari⁶, the "dataism" dogma. Or will the risks of new authoritarianisms become more frequent, and the political order of the future be marked by digital dictatorships? Technology has completely occupied the space of global communication, offering a new vision of the world that can be synthesized as technoliberalism or the philosophy of Silicon Valley which combines the ideology of neoliberalism with a new faith in the liberating potential of technology.

As Harari⁶ suggests, the critical reexamination of the dogma of dataism is becoming not only the greatest scientific challenge of the 21st century but also the most pressing political and economic project. The corporate state is evolving into a techno-utopia, which is why the challenge of political governance will very soon be one of the greatest we have to face. Namely, increasingly prevalent surveillance tools are establishing the architecture of a political system in which new technologies will reshape the patterns of our social behavior. The digital world and the global communications born in freedom and creativity as an open and constructive platform, is gradually evolving into a system of control and surveillance.

Strategic Information Warfare: Challenges of the Future

In recent decades, processes of globalization, as well as changes in global power distribution, have confronted the international community with numerous security and geopolitical challenges that place the future of humanity within the framework of a risk society. According to the distinguished American historian, Niall Ferguson¹⁴, by 2023 it was more than obvious that the Pax Americana was facing highly coordinated challenges coming from China, Russia, Iran, and North Korea. As he notes, some-

time around 2014, we entered a period of the Second Cold War which, ten years later, is sliding towards the Third World War. Three phases of the new global conflict are already clearly crystallizing: the Russo-Ukrainian conflict, which is extremely destructive for Europe; the conflict in the Gaza Strip, which threatens to escalate violence in the Middle East; and the challenge to American dominance in the Indo-Pacific by China.

In particular, the development of artificial intelligence for military purposes is becoming a strategic area of competition for the world's leading countries – the USA, Russia and China. In an open letter sent to the UN back in 2015, which was signed by 116 world experts in the field of artificial intelligence, it warned of a "third revolution" in warfare where autonomous technology is essentially a deadly Pandora's box. Experts have called on the UN to ban further scientific research and construction of deadly killer robots as "morally wrong technology" that is becoming a terrifying weapon of terror against the civilian population.

Integrating modern information technologies into the sphere of geopolitics has opened the arena for a highly challenging competition among great powers. Historical memory indicates that technology has always been used for military purposes. Following the nuclear bombings of Hiroshima and Nagasaki in 1945, the arms race involving the deadliest weapons defined U.S.-Soviet relations and became a permanent existential threat to human civilization. From the Star Wars military research program of the Strategic Defense Initiative initiated by President Reagan in 1983 to the present day, state budgets for armaments only continue to increase, and the race has expanded to involve other actors. In the West, primarily leading technological corporations (Silicon Valley) have almost monopolized the field of artificial intelligence and fully control its development. In collaboration with the military-industrial complex, they often develop highly destructive types of technology leading us towards singularity, thus opening an extremely intense arms race that reciprocally impacts geopolitical divisions.

Namely, according to Colon¹⁵, an expert in the history of propaganda and mass manipulation, information warfare has long been an extension of classical warfare, but with the key role of information. However, since the end of the Cold War, with the advent of digital technology and the rise of globalized communications, information warfare has tended to replace traditional warfare. Indeed, the information domain has itself become a site of conflict involving state as well as non-state actors, who now have the means to challenge the information hegemony of the United States, until recently unquestioned. The digital age has thus upset the balance of power, allowing non-state actors to significantly influence relations between states, resorting to cyber warfare, public diplomacy or digital propaganda. Information, which has always been a source of power, has become power itself in international relations. The author claims that authoritarian states have perceived the supremacy of the West in the global

information sphere since the end of the Cold War as an existential threat. Consequently, China, like Russia or Iran, sought to preserve its own information space from foreign interference before equipping itself with soft power, public diplomacy, international media platforms in foreign languages, trolls, and other tools of power in the information age. Over the past decade, in the era of global communications, China, Russia and Iran have spent billions of dollars to influence Western public opinion, making Western democracies vulnerable to a new form of asymmetric warfare that has weakened the appeal of democratic values.

Specifically, the Internet was initially conceived as an extremely open democratic platform that, riding the wave of globalization, was supposed to universalize the idea of liberal democracy. This notion, as posited by Fukuyama¹⁶, equates to "the end of history" or "the end of the ideological evolution of mankind." Consequently, in the post-Cold War period, a broad and significant consensus emerged regarding the legitimacy of liberal democracy and the possibility of its universal application as the "ultimate form of human rule".

However, authoritarian or at least illiberal regimes in much of the non-Western world have embraced the benefits of the information revolution, but in a way that has established control over them. Both Moscow and Beijing have launched extensive campaigns of censorship in particular after the Russian invasion of Ukraine, after which they established cooperation between the Cyberspace Administration of China (CAC), the main Internet regulator, and Roskomnadzor, the government agency tasked with monitoring the Russian Internet. Recent years have shown that Russia has more forcefully and successfully applied Internet censorship tactics that China has historically used. At the same time, China modeled after Russia has developed soft power methods that help it to shape the global information environment in accordance with the set geopolitical goals¹⁷.

Certainly, changes in information technology also had a transformative effect and significantly changed the character of modern warfare. The Internet and social networks provide unlimited opportunities for spreading radical ideologies and inciting violence. The invasion of Ukraine in 2022 has been described as the world's first "TikTok War", the most "internet-accessible war in history" and history's "most viral" social media war¹⁸.

"Photo trap"¹⁹ has also become a key reference point of information civilization. Visual tools have established themselves as particularly effective in modern communications. The emotional impact of photos and video clips significantly influences the morale of the population and shapes public opinion. This weapon of mass persuasion can be manipulated, falsified, taken out of context, and even invented, making image warfare a particularly sensitive factor in the treatment of conflict. A typical example is the Israeli-Palestinian conflict in 2023/24, in which images and videos are used to secure narratives of support, some in favor of the Palestinians, others in favor of

Israel. Facts are manipulated to produce striking effects on public opinion.

Discussion and Conclusion

The accelerated development of digital technologies and the rise of globalized communications, witnessed since the 1980s, have completely changed international relations. Although the Internet and related technologies have connected humanity and made information available globally, the deterritorialization of the world as a consequence of the digital age has become a challenge to Western superiority and the unipolar concept of international order. Consequently, the information field has become a space of conflict, and in the context of strong geopolitical tensions, the global information sphere poses significant challenges for contemporary liberal democracy. This scientific work considers two aspects of contemporary global communications. First, the impact of technological development on the evident crises of democracy and the democratic narrative. And second, the way in which global communications have changed the nature of conflict in the 21st century. The consideration of these issues becomes especially relevant in era marked by great geopolitical tensions and conflicts that threaten the outbreak of a global conflict. Contemporary security challenges possess numerous internal dimensions that render Western liberal societies extremely vulnerable and resistant not only to the increasingly frequent information interference by authoritarian states but also to the existing serious democratic deficits within the liberal order.

The West has faced a series of economic, political, and security crises in the past decades. All of this has damaged the reputation of liberal democracy as a winning system. It has become obvious that this is a deep systemic crisis, while the political and economic rise of authoritarian countries such as Russia and China have shown that they may be ready to deal with the challenges of globalization. Even Western allies, such as Hungary or Turkey, have "slid" back towards authoritarianism. The political elites of the West do not offer a solution to overcome the aforementioned challenges. Meanwhile, their openness to the world makes them vulnerable to a new form of asymmetric warfare that undermines democratic ideas and weakens democratic governments. Namely, disinformation purposefully designed to create public distrust, apathy, and paranoia, and to mobilize the public for social and political change, is a form of hybrid warfare that Western democracies face.

While digital tools in authoritarian states are under state control, in the West, all aspects of public Internet services are effectively privatized. The primary purpose of monitoring the digital communication system has become the acquisition of user data. Specifically, online advertising has created opportunities for global mass surveillance of citizens by commercial corporations, as well as intelligence services. Monopoly corporations, closely aligned with Western corporate (strategic) interests, have

effectively colonized the online environment. Therefore, it is highly likely that new regulations introduced by Western governments will reduce the space for freedom and increase control and surveillance on the Internet. Liberal democracy has thus evolved into a corporate state or techno-utopia, making the challenge of political governance crucial for Western societies. Notably, the omnipresent surveillance tools establish the framework of a political system in which new technologies will reshape the patterns of our social behavior.

The development of modern technologies represents a significant threat to democracy and peace, as information societies have fueled a digitally empowered form of totalitarianism that has reached global proportions. The current technological environment poses a challenge to international relations and global security. In addition to advances in traditional weapons such as hypersonic missiles, we are witnessing the emergence and spread of new technologies with potentially transformative effects on the economy, politics, culture and social relations, thus posing a serious threat to global security. Consequently, as new technologies continue to reshape society, it is imperative to initiate a debate on the adaptation of the liberal-democratic system, which seems visibly outdated and unable to effectively face the challenges posed by increasingly innovative but increasingly destructive global communications.

The institutions of liberal democracy are undoubtedly facing a crisis characterized by the erosion of citizens'

trust. This erosion is not only the result of an inundation of information and misinformation on social networks, but also results from ineffective political practices that shape leaders without credibility. As a result, Western societies are increasingly polarized. The relationship between global communications, based on information technologies, and international relations and security challenges is multi-layered and therefore challenging. It is a process, especially concerning the various aspects of the development of artificial intelligence (AI) and related groups of digital technologies such as the Internet of Things (IoT) and Big Data, among others. Therefore, in this scientific work, we tried to show the existing trends, but also to emphasize future scenarios that pose challenges for states and elites and require new models of political management. Although the Internet is an invention of the West, it remains an open question whether authoritarian states, which have embraced the advantages of global communications, can indeed reverse the existing power dynamics and undermine the democratic values of liberal societies.

New communication technologies have significantly increased the volume of global communication. However, it is evident that they do not address the root causes of conflict in modern societies. Interpretation and analysis of information requires human communication – through conversation, discussion and diplomacy. Technology is not politically neutral; it significantly affects the international distribution of power, which determines its potential for peace or conflict in the future.

REFERENCES

1. McLuhan M, *The Global Village: Transformation in World Life and Media in the 21st Century* (Oxford University Press, New York, Oxford, 1989). — 2. Howard HF, *Global Communication and International Relations* (Wadsworth Publishing Company, Belmont, California, 1993). — 3. Beck U, *Moć protiv moći u doba globalizacije: nova svjetskopolitička ekonomija* (Zagreb, ŠK, 2004). — 4. HUNTINGTON S, *Sukob civilizacija i preustroj svjetskog poretka* (Zagreb, Izvori, 1998). — 5. AROČENA F, SANSONE S, ALVAREZ N, *Eur J Futures Res*, 10/3 (2022). doi: 10.1186/s40309-022-00189-4. — 6. HARARI YN, *Homo Deus – Kratka povijest sutrašnjice* (Fokus, Zagreb, 2017). — 7. YOUNG R, *Autocracy Versus Democracy After the Ukraine Invasion: Mapping a Middle Way* (Carnegie Europe, 2022). <https://carnegieeurope.eu/2022/07/20/autocracy-versus-democracy-after-ukraine-invasion-mapping-middle-way-pub-87525>. — 8. MERKEL W, *Transformacija političkih sustava: uvod u teoriju i empirijsko istraživanje transformacije*, (Biblioteka Politička misao Zagreb, 2011). — 9. CADE J, SIMONS G, THOMSON S, *The Cyber Impact on Elections: Safeguarding Democracy in 2024*. (Bae Systems Digital Intelligence, 2024). <https://www.baesystems.com/en/digital/blog/the-cyber-impact-on-elections-safeguarding-democracy-in-2024>. — 10. DAVID C, *La Guerre de l'information. Les États à la conquête de nos esprits*, (Tallandier, Paris, 2023). — 11. POLOVIĆ J, In

Medias Res, 8/15 (2019) 2455. — 12. ROSENBACH E, MANSTED K, *The Geopolitics of Information Defending Digital Democracy Project* (The Harvard Kennedy School Belfer Center for Science and International Affairs, Cambridge). <https://www.belfercenter.org/sites/default/files/2019-08/GeopoliticsInformation.pdf>. — 13. McCHESNEY RW, *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy* (New Press, New York, 2013). — 14. FERGUSON N, *All is Not Quiet on the Eastern Front* (Bloomberg, 2023). <https://www.bloomberg.com/opinion/articles/2023-01-01/victory-over-russia-in-ukraine-may-bring-world-war-3-niall-ferguson>. — 15. BONIFACE P, *La guerre de l'information – 4 questions à David Colon*, IRIS, 2024. <https://www.iris-france.org/182662-la-guerre-de-linformation-4-questions-a-david-colon/> — 16. FUKUYAMA F, *The End of History and the Last Man*. (Free Press, New York, 1992). — 17. THE SOUFAN CENTER, *Intelbrief: Implication of China-Russia Cooperation on Censorship and Disinformation*, 2024. <https://thesoufancenter.org/intelbrief-2024-march-20/> — 18. FELDSTEIN S, *Disentangling the Digital Battlefield; How the Internet Has Changed the War, War on Rocks*, 2022. <https://warontherocks.com/2022/12/disentangling-the-digital-battlefield-how-the-internet-has-changed-war/> — 19. MICHEL K, *La Revue* 866 (2024) 94.

J. Polović

Pazdigradska 10, 21 000 Split, Croatia

e-mail: jpolovic@libertas.hr

IZAZOVI GLOBALNE KOMUNIKACIJE: STRATEŠKO NATJECANJE I ESKALACIJA NAPETOSTI U MEĐUNARODNIM ODNOSIMA

SAŽETAK

U suvremenim međunarodnim odnosima, informacije predstavljaju ključni geopolitički resurs. Ovaj znanstveni rad ima za cilj analizirati globalnu komunikaciju s obzirom na dva aspekta. Prvo, istražuje je li tehnološka revolucija kojoj svjedočimo ugrozila temeljne vrijednosti liberalnih demokracija. Naime, izložene informacijskom uplitanju autoritarnih država, liberalne demokracije sve češće pribjegavaju mehanizmima kontrole i nadzora. Drugo, ispituje ulogu suvremenih informacijskih tehnologija u kontekstu geopolitike. Konkretno, istražuje kako su globalne komunikacije preoblikovale prirodu ratovanja u 21. stoljeću. Tehnologija nije politički neutralna, ona igra značajnu ulogu u međunarodnoj raspodjeli moći. Unatoč transformativnom utjecaju umjetne inteligencije na globalno poslovanje, malo je ozbiljnih rasprava o njezinim implikacijama na političke i sigurnosne procese koji prolaze kroz značajne promjene

