

UDC 341.01

**PECULIARITIES OF THE DEVELOPMENT OF THE INFORMATION SPHERE OF
INTERNATIONAL RELATIONS AT THE PRESENT STAGE**

Maratov Ilyas Assylbekovich
ilyas.com1999@gmail.com
MA Student (Regional Studies) of the
L.N. Gumilyov Eurasian National University
(Nur-Sultan, Kazakhstan)
Supervisor – A.Ospanova

The importance and role of information in international relations is rapidly growing, according to this article.

Information is evolving into a strategic resource, with the information component playing a critical role in enhancing countries' competitive potential and advancing international relations. The goal of modern technological transformation is to hasten the development of communication and information-gathering, processing, and storage technologies.

The "infrastructure of globalization" is based on the information revolution, which influences the dynamics of processes that lead to changes in the key parameters of the international environment.

The development of new technologies greatly facilitates the process of dynamic transformation in the international system. The subjects of international relations, as well as their policies, are subject to the multidimensional impact of the technological factor. Technological progress leads to the redistribution of power in the international environment, contributes to changes in its structure, forms the links between the key actors of international relations, and is a source of increased range, intensity and efficiency of cross-border actions.

At the present stage of world development, information has come to play the role of a strategic resource. The development of new information technologies has had a significant impact on the transformation of not only the socio-political but also the international environment. In this regard, in international relations it is the information space that has begun to attract special attention, which can be identified as one of the key elements of the global system of international relations¹⁴.

The problems of information confrontation, information policy and information security have become increasingly prominent in the discourse of international relations, where the category of force and its use has always occupied a key place. It is noted that the concept of force and the approach to its definition has changed over time^[1]. Thus, J. Nye Jr. introduced the concept of "soft power"¹⁶. Domestic researchers paid attention to the study of the components of "soft

power", on the basis of which the concept of information force was derived, which can be used to evaluate a particular subject of international relations on the potential of the information policy[2].

Analysis of the essence of information force can reveal the deeper meaning and present dualism of this phenomenon. In particular, considering the information force from the point of view and position of cybernetic-information approach, which is based on the research of K. Deutsch[8], the information force is an endless, but subject to control flow of information resources within the framework of global politics and international relations. In particular, if we talk about global political processes, then in this context we can talk about the subjects-carriers of information force, as well as about the objects in relation to which it can be applied.

Informatization and digitalization as major trends in world development

In the case of adopting the approach of J. Habermas[3], who is a supporter of the communicative theory, as the basis for understanding the information force. Habermas, who is a supporter of the communicative theory, it is reasonable to consider the information force as a set of connections and relations that are formed around fixed information flows, which are directly related to the solution of specific global problems, political problems. Based on this approach, we are rather talking about the relationship of international actors in the global process of communication.

It is worth noting that the author of the term informational power J. Nye himself does not reveal its essence in his works, but only points out that informational power is only a kind of "soft power" as the ability to achieve results through its attractiveness, rather than through forced effort[4]. At the same time, for J. Nye, soft power acts as the ability to shape the agenda of world politics so as to construct or change the preferences of its partners.

At the same time, for J. Nye, soft power acts as the ability to shape the agenda in world politics, so as to construct or change the preferences of its partners[5]. The emergence of information power in J. Nye's concept is closely related to the emergence of various asymmetric threats, but at the same time his conceptual approach, in fact, is related to the banal explanation that the Internet, mobile communication, television, media, etc. are able to set the agenda, transmit norms, values, political culture to other actors and societies, thereby contributing to the subconscious level of their involvement[6].

From the point of view of adherents of J. Nye's theory, for example, R. Solomon and J. Schultz, informational power is seen as a peculiar consequence of diplomacy in virtual space[7], when political information is on the same valuable level with other resources[8].

From the point of view of the adherents of the theories opposite to Nye, such as M. Libicki, information power emerged only due to the increasing dependence of international actors on ICT. From the point of view of this approach, the presence of information power is rapidly leading to the decentralization of state power, virtualization of public life and fragmentation of society, building asymmetry in the political and economic component of international relations.

In fact, critics of the concept that information force is derived from "soft power" are repelled from the fact that by its essence information force is closer to "hard power," because the world community has entered the era of information wars and aggressive campaigns in the information sphere, which is much more pronounced than manifestations of information and psychological impact.

States, international organizations, integration associations, and other entities can be the targets of information policy. The following characteristics of a subject capable of conducting information policy are listed by A.V. Zobnin:

1. The presence of own interests in the information space;
2. Availability of special structures and institutions for information influence;
3. presence of own segment of information space, where special norms of regulation based on national or international legislation are established;

4. Existence of official normative-legal sources, which enshrine the provisions and conditions of participation of the subject in information confrontation;

5. Presence of official information policy.

A.V. Zobnin also comes to the conclusion that the subject having weaker potential to conduct an independent information policy will be characterized by a tendency to comply with generally accepted agreements, norms and principles of international law, the use of third parties as intermediaries, the desire to create or join one or another international association. At the same time, although in the conditions of formation of the new world order none of the actors of international relations has a monopoly on the use of information force, the difference in potential between strong and weak actors is only growing[9].

In this regard, the international community, integration associations and individual actors of international relations are faced with a wide range of tasks and goals for the formation and implementation of information policy, such as:

1. Increasing the level of informatization and digitalization of society;

2. Formation of special structures for information policy;

3. Development of methods and tools to counteract destabilizing factors in the information space (can be carried out both in the form of cooperation and in the form of an independent policy of individual actors, etc.);

4. Adoption of measures to counteract the information policy pursued by other international actors as part of the information confrontation;

5. Development of situational tools of information policy to prevent disinformation²⁹.

Sociologists have also drawn attention to the transformational processes taking place in the information space. Thus, in the 1960s a number of conceptual theories dedicated to the question of the formation of a new type of society appeared in Western scientific discourse. Researchers gave it different names and characteristics: "knowledge society", "third wave society", "post-industrial society", "network society", "information society", etc[10].

With all the diversity of approaches in defining different aspects of the informatization of society, researchers have come to the same conclusion that the process of the formation of the information society takes on a global character, and the determining influence on it has a process of development of new technologies. Researchers also come to the conclusion that in the conditions of the struggle of actors of international relations for world leadership, the factor of information technology development acquires special importance[11].

In this case, it would be appropriate to outline the position of C. Schwab, the founder and president of the World Economic Forum, in whose opinion the modern stage of social development implies such integration of information technologies in the life of society, which leads to the actual outflow of information technologies beyond the digital space, i.e. the merging of physical and digital spaces[12].

We can note the emergence of such factors of the new information environment as increasing volumes of information, increasing the speed of its transmission, increasing the rate of obsolescence of knowledge and information, increasing the quality of new generated knowledge, the development of data diplomacy "big data diplomacy" (developed based on T. Day's concept according to which big data processing can be a tool for increasing the efficiency of activities in the context of diplomatic relations, implementation of negotiation processes between actors and activation of public capacity). All these factors increase the need to regulate these processes, both at the national and global levels.

The use of information technology in the field of foreign policy has brought significant changes to international security. Information has become not only a strategic resource of the state, an instrument of soft power, but also a source of potential challenges and threats. According to A.N. Smirnov, one of the greatest challenges in this regard is that information technology can be

used for purposes that threaten international stability and security. There is a need to regulate the information space[13].

Today, the task of ensuring information security is one of the key areas of international cooperation. This is due to the fact that the processes of informatization and digitalization not only transform the existing system of international security, but also threaten the sustainability of this system. New challenges and threats in the information space arise[14].

Increasing transparency of information space becomes a challenge and a threat to state sovereignty[15].

In addition, the information revolution and digitalization achievements have significantly expanded the possibilities of influencing the world public opinion of certain actors, which has also become a challenge to state sovereignty. In particular, M.M. Lebedeva, referring to the problem of the emergence of new actors in world politics, draws particular attention to the phenomenon of the “Wikileaks” platform, whose information activities have influenced the perception of many current issues of international politics[16].

The search for tools and methods of regulating the information space is conditioned by the search for a balance between the task of ensuring its security (combating cyberterrorism, etc.) and the impossibility of introducing information censorship, since its introduction would come into conflict with the principles of building a democratic society[17].

Regarding the fulfillment of these tasks at the global level, much attention on the part of actors in international relations began to be paid to the formation of a conceptual approach to defining the concept of "single information space", which in the science of international relations, due to its relative novelty and virtuality, is considered as a new political space, a common undivided data space[18].

To sum up, information policy allows to harmonize relations, and also serves as a qualitative tool that contributes to strengthening the position of power, including acting as a channel for the exchange of information and opinions between state structures and the target audience, which is civil society. Information policy ties together the main paradigms of domestic and foreign policy of the state, representing a synthesized representation of their most important components.

References

1. Definition of a Research and Innovation Policy Leveraging Cloud Computing and IoT Combination, IDC and TXT, study carried out for the European Commission, 2014 // [Electronic resource] URL: http://publications.europa.eu/resource/cellar/35f3eccd-f7ce-11e5-b1f9-01aa75ed71a1.0001.01/DOC_1
2. A Global Strategy for the European Union’s Foreign And Security Policy. Shared Vision, Common Action: A Stronger Europe, 2016 // [Electronic resource] URL: http://eeas.europa.eu/archives/docs/top_stories/pdf/eugs_review_web.pdf
3. Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 amending Council Directive 89/552/EEC on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities // [Electronic resource] URL: <https://eur-lex.europa.eu/eli/dir/2007/65/oj>
4. Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) // [Electronic resource] URL: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32010L0013>
5. Europe’s Digital Competitiveness Report Main achievements of the i2010 strategy 2005-2009, COM(2009) 390. // [Electronic resource] URL: <http://wbc->

inco.net/object/document/7154/attach/EuropesDigitalCompetitivenessReport-Mainachievementsofthei2010strategy2005-2009.pdf

6. eEurope 2002: An Information Society For All Draft Action Plan prepared by the European Commission for the European Council in Feira, 19-20 June 2000 // [Electronic resource] URL: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2000:0330:FIN:EN:PDF>

7. eEurope 2002: Impact and Priorities A communication to the Spring European Council in Stockholm, 23-24 March 2001 // [Electronic resource] URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52001DC0140>

8. Europe's Way to the Information Society. An Action Plan. Communication from the Commission to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions. COM (94) 347 final, 19 July 1994 // [Electronic resource] URL: <http://aei.pitt.edu/947/>

9. I2010, a European information society for growth and employment communication. COM(2005) 229 // [Electronic resource] URL: <https://op.europa.eu/en/publication-detail/-/publication/4bafb6d8-1f35-4993-b0cf-6b6fb34d8c81>

10. Informační koncepce České republiky 2020 // [Electronic resource] URL: <https://www.mvcr.cz/soubor/informacni-koncepce-cr-2020.aspx> (accessed: 23.09.2020)

11. Koncepce zahraniční politiky České republiky 2015 // [Electronic resource] URL: https://www.mzv.cz/file/1565920/Koncepce_zahranicni_politiky_CR.pdf (accessed: 23.09.2020)

12. Mid-term review of the Lisbon Strategy: European Parliament resolution on the mid-term review of the Lisbon Strategy, 9 March 2005. // [Electronic resource] URL: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2005:320E:0164:0168:EN:PDF>

13. Plan of Action (Document WSIS-03/GENEVA/DOC/5-E), 12 December 2003 // [Electronic resource] URL: <https://www.itu.int/net/wsis/docs/geneva/official/poa.html>

14. Proposal for a Directive of the European Parliament and of the Council on combating fraud and counterfeiting of non-cash means of payment and replacing Council Framework Decision // [Electronic resource] URL: https://ec.europa.eu/info/law/better-regulation/initiatives/com-2017-489_en

15. Public sector information: a key resource for Europe - Green Paper on public sector information in the information society, 1999. // [Electronic resource] URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:51998DC0585&from=EN>

16. Recommendation Rec (2000) 23 of the Committee of Ministers to member states on the independence and functions of regulatory authorities for the broadcasting sector // [Electronic resource] URL: https://search.coe.int/cm/Pages/result_details.aspx?ObjectId=09000016804e0322

17. Seventh Framework Programme: Building the Europe of Knowledge 2007-2013 // [Electronic resource] URL: [https://ec.europa.eu/transport/themes/research/fp7_en#:~:text=Seventh%20Framework%20Programme%3A%20Building%20the%20Europe%20of%20Knowledge,-At%20the%20heart&text=The%207th%20Framework%20Programme%20for,European%20Research%20Area%20\(ERA\).](https://ec.europa.eu/transport/themes/research/fp7_en#:~:text=Seventh%20Framework%20Programme%3A%20Building%20the%20Europe%20of%20Knowledge,-At%20the%20heart&text=The%207th%20Framework%20Programme%20for,European%20Research%20Area%20(ERA).) (accessed: 24.09.2020)

18. Strategie koordinované a komplexní digitalizace České republiky 2018+" // [Electronic resource] URL: <https://www.mvcr.cz/soubor/vladni-program-digitalizace-ceske-republiky-2018-digitalni-cesko-uvodni-dokument.aspx>