

Media: a vector of geopolitical influence or a demonstration of power?

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Abstract:

This study investigates media geopolitics, focusing on communication methods promoting liberal and international values. It examines media's role in asserting power in contemporary geopolitics by analyzing media competition and power dynamics. The research explores whether the geopolitics of influence strategically projects international power and if media rivalry reflects geopolitical tensions among dominant global powers. Using a descriptive typology, the study illuminates the evolving media sphere and its impact on international relations. The study highlights global media transformation since the 2000s, linking media outlets' prevalence to major powers' influence. This period has seen a diverse range of voices in international broadcasting, indicating a multipolar flow of information. Media now serves as a primary tool for nations to engage in public diplomacy, enabling nuanced power projection beyond military force. Geopolitics in media involves strategies and conflicts rooted in regional dynamics, making media crucial for a country's geopolitical strategy and power projection.

Keywords: Media, Geopolitics; Demonstration of Power

Introduction

In a globalised world where information is a key element in the political decision-making process, it is vital for states and global organisations to focus on enhancing media activity in order to disseminate clear, relevant and truthful information with the aim of

arousing the interest of global society in crucial issues. According to Irving Goldstein, information in the 21st century will be what oil and gas were at the beginning of the 20th century (Snyder, 1995). This points to the important role played by the level of influence of information at all levels, leading to the emergence of the expression information war (Ventre, 2010), because as François-Bernard Huyghe (2005) points out, information is desirable, vulnerable and fearful (Boulanger, 2021). Which also explains that a country's international power is closely linked to its ability to influence others, since the potential for knowledge and communication is one of the key levers for any state wishing to expand (Francart, 2002). In shaping public opinion regarding global events and political figures, the media plays a pivotal role. According to media dependency theory, individuals and societies increasingly rely on them to understand the world around them. They do not simply disseminate information but also influence opinions, thus impacting governmental policies. A notable example dates back to the beginning of the Vietnam War (1965-1973) where the Nixon administration heavily relied on the media and American patriotic discourse to portray military operations positively. However, when the Vietcong gained ground, control of the propaganda was lost, and the perception of the conflict shifted, losing the support of the American public opinion (Bertho-Lavenir, 2000).

The media are also used as tools for propagating propaganda, often through strict control systems, such as journalist pools, which limit the number of accredited and supervised journalists, as observed during the 1990-1991 Gulf War led by the American military. These practices can alter perceptions and attitudes towards other nations and their leaders (Boulanger, 2021).

In another context, the media can contribute to conflict resolution by exposing abuses and injustices, sometimes by advocating for military intervention to ensure support for the peace process. This was the case with the UN intervention in 1991 in the military conflict in the Yugoslav Republic (Petrovic & Condorelli, 1992). The media can also be used as tools of public diplomacy to promote national interests and improve a country's international

image. Following the United States' intervention in Afghanistan after the September 11, 2001 attacks, American policymakers questioned the relevance of their foreign policy strategies and cultural promotion abroad. Under the leadership of Karen Hughes, Secretary of State for Public Diplomacy, public diplomacy media such as Al Hurra channel and Radio Sawa were reactivated to broadcast news programs and debates aimed at selling America as a product (Quessard-Salvaing, 2024). Within this framework, it is important to note a rhetorical strategy that leveraged geopolitics to influence an entire area, specifically Crimea. This approach originated from a shared notion known as the "Russian World," which advocated for the union of Russian people and their lands whenever possible. It exploited a tragic historical occurrence, namely the fall of the Soviet Union. The new Russian geopolitical strategy, accompanied by a "civilizational" discourse promoted by Russian media, proved successful for the Putin government. Consequently, the annexation of Crimea became synonymous with strength for Russia. This narrative was widely supported by analyses from the well-known strategist Alexander Dugin, who posited that controlling Crimea equated to controlling the Black Sea. Meanwhile, the media world witnessed a geopolitical agenda propagated by the Kremlin, thus altering perceptions of a military action. This shift took shape through a collective mindset linking pride and self-assurance with a rallying cry: "Crimea is ours" (Suslov, 2014). Across the annals of history, the media has wielded immense influence in molding public perceptions and attitudes toward global events and political figures. Whether disseminating propaganda or uncovering injustices, it serves as a powerful instrument in shaping narratives and steering outcomes. In today's world, where information holds the dual role of weapon and commodity, mastery of media influence is paramount for any state aiming to establish its international authority and sway.

1. Research issues

Today's multitude of communication tools has greatly influenced the way in which information is disseminated. From the written press to television and social networks, the content is oriented

according to the sender, who is directed not just by journalists, but by the state authorities of countries that have identified the importance of these channels in the international information arena and the importance of equipping themselves with this kind of weapon, commonly known as Soft Power (Ouchiha, 2016). This leads us to define media geopolitics as the analysis of rivalries between media players and the way in which the media represent these struggles for influence (Nye, 2004). Clearly, the new communication technologies are transforming the ways in which information flows reach new audiences, the way in which opinions are shaped and policies explained. One of the aspects that has contributed to the development of the media is globalisation. The globalisation of the media is a concept that emerged towards the end of the twentieth century and has had a major impact on the nature and diversification of trade flows (Powers, 2013). However, these trade flows are not egalitarian, because States do not have the same degree of influence on the international scene, nor the same resources.

This degree of integration can also be seen as an indicator for classifying a country's economic development, mainly in terms of the degree of mastery of high information and communication technologies (Boulanger, 2014).

In this respect, the 2000s were characterised by the rise of a number of international channels in different countries, with the aim of breaking away from the stranglehold of Anglo-American media and combating hegemony. Research in media geopolitics falls within a plural and multidisciplinary framework, exploring geopolitical influences as well as various notions related to information. This approach stems from the mobilization of new information technologies, resulting from the fusion between these technologies and physical space, which transforms the social uses of information (Bakis, 2007). It is also important to note that research in media geopolitics has primarily focused on the process of creating, disseminating, and receiving information, as well as its impact on perception and public opinion (Charaudeau, 1995). Similarly, the most recent studies have particularly examined the phenomenon of media

disinformation, which actively contributes to the exacerbation of geopolitical conflicts and plays a destabilizing role in international geopolitics (Henric, 2018). Furthermore, research in media geopolitics is dedicated to examining the phenomenon of censorship and freedom of expression, where media may be subject to government censorship or restrictions on freedom of expression, both nationally and internationally (Benaziz, 2022). These studies strive to understand how such policies affect geopolitical relations and the international perception of the affected countries, thus generating increasing interest in this field. However, few studies have focused on analyzing the main actors in the international media field, including foreign news channels, beyond merely their geographical presence (broadcasting) and their coverage of events. In this regard, Mattelart highlights the existence of two main phenomena: the image deficit suffered by some countries and the media domination to which others, or sometimes the same, are subjected. This implies that certain countries or regions are underrepresented in global media, which can lead to the invisibility of their realities and perspectives, mainly due to the dominance of image production and dissemination by certain countries, thereby imposing their worldview and influencing geopolitics. Consequently, all media entities are instruments of geopolitical influence reflecting global rivalries (Fleury & Walter, 2014).

Based on the above, we believe it is useful to provide further clarification on the media reality in the world. To this end, our work aims to determine the importance of the media in geopolitics and the use of media as an instrument of power. To demonstrate the influence and power of the media in contemporary geopolitics, our study relies on the analysis of the international media landscape, starting from a central concept, namely media geopolitics, which is based on the establishment of diverse communication channels primarily aimed at shaping the media field. This allows us to explore the rivalries between media actors and the representation of these power struggles through mobilized media, opening up new perspectives for future research on the right to access content that reflects the realities of peoples and the issues that need to be addressed.

In order to understand the issues involved in media geopolitics and the factors that influence it, we formulated our main question as follows: **have the media become an essential tool in today's geopolitics for demonstrating power?**

To get a clearer picture of our problem, we felt it essential to answer these subsidiary questions:

1. is the geopolitics of influence a strategic lever for powers to exert their power internationally?
2. can media rivalry be interpreted as a geopolitical/media confrontation between world powers?

2. Methodology

This study explores the international media landscape to identify global political forces using a descriptive typology. We adopted a theoretical approach centered on the manufacturing of consent, allowing us to interpret changes in the media field and highlight media rivalries and their geopolitical impact. This framework helps understand how the media shape public perceptions and political discourse by filtering information to support dominant interests. The analysis involves several key steps:

- Identification of political forces: the typology identifies influential political forces in the international media landscape, including nation-states, large media corporations, and news agencies. The manufacturing of consent theory explains how these actors use media to promote their international policies.

- Examination of media mutations: changes such as the rise of digital and social media, media conglomerate consolidation, and the impact of information technologies are analyzed through the lens of manufacturing consent, showing how new technologies are integrated into strategies to influence geopolitics.

- Analysis of media and geopolitical rivalries: The framework helps understand media rivalries and their geopolitical impact. The competition between Western media and media from emerging countries illustrates how different actors influence geopolitical narratives and global public opinion.

3. Conceptual framework

Information plays a crucial role in today's modern society. The technological revolution that has marked our civilisation has made it easier to integrate the means of communication into all aspects of daily life. As a result, the media have extended their reach on a global scale, leading to the development of a veritable media industry that is positioned as a pillar within states, embodying the fourth estate (Baker, 2006). To understand the communication mechanisms and techniques that shape the use of the media for political persuasion, it is essential to define the fundamental concepts associated with media activity.

3.1 Definition of media:

The word media refers to all widely distributed written and audiovisual press. In the plural, the media are considered to be an economic, political and cultural power, with considerable power to disseminate and persuade, leading to a geopolitical dimension to their action, which is not, however, made explicit. In fact, the term media comes from the Anglo-Saxon expression mass media, which has been used since the 1950s (Balle, 2013). To this end, it is worth mentioning that the different definitions agree on the fact that the media are both a means of expressing and communicating thought and a use that represents the best way of performing this function (Leteinturier & Le Champion, 2009).

The development of communication channels has given rise to this categorisation of media into: mass media, communication media and digital media (Boulanger, 2021).

▪ **Mass media:** this expression refers to all the techniques used to reach a vast, diverse and scattered audience simultaneously, encompassing cinema, television, the press and radio (Rieffel, 2009).

▪ **Digital media:** the advent of new information and communication technologies has facilitated the digitalisation of communication channels, giving rise to digital media. Digital media encompass all media that use information production and communication techniques incorporating digital and interactivity, enabling the creation, processing and distribution of multimedia content (Scolari, 2009).

3.1.2 Communication strategies for the media:

In order to make good use of the media, it is useful to put in place strategies that maximise their effectiveness. This is why, over the years, we have seen the emergence of a number of ideas in political communication. To understand the media context, it is essential to study the communication models that have shaped current media activity.

a) The Manufacture of Consent

Noam Chomsky and Edward Herman criticise the major American media from 1945 to 1988, which proclaimed themselves to be the fourth estate (Balle,2013), thereby countering the State and serving freedom of expression and the people. That said, the study carried out by the authors cited above called into question the function of the media and cast doubt on their extreme partiality and the propaganda actions they use to obtain the support of the population in favour of particular interests that predominate in the spheres of the State and the private sector (Malandain, 1994). The finding is that the media use five filters that give the elites the ability to control the information disseminated by the mass media:

▪ First filter: the economic dimension of the media

This filter represents the profit orientation of the media, since they are dependent on powerful interest groups. This allows a certain amount of discretion in the choice of politically correct journalists and editors, who are therefore more likely to attract readers of the same political persuasion.

▪ Second filter: Advertising

Advertising is an important factor in filtering information, because the preferences of advertisers determine the survival of a media outlet. This inevitably leads to the instrumentalisation of the media and less independence, which results in reframed distribution and favours self-censorship.

▪ Third filter: The choice of sources

To access information, the media often turn to official representations. However, these statements are not always factual, and the

involvement of groups of public relations experts virtually limits criticism of the information transmitted.

▪ **Fourth filter : Disinformation tools**

The aim is to restrict the activity of certain media that step out of line, by using various types of organisations or influential individuals: counter-fires, to put pressure on these so-called unconventional media.

▪ **Fifth filter: Ideological orientation**

This filter is basically defined as anti-communism, given that the study was drawn up in the midst of the Cold War. However, it can be contextualised as simply rejecting any individual who defends positions that threaten the interests of the owners (Chomsky & Herman, 2008).

b) Two-stage communication model

The model introduced by Paul Lazarsfeld and Elihu Katz has made it possible to trace the direct influence of the media on public behaviour. It was shown that, contrary to the generally accepted idea that influence is exerted from the top down, leadership is not linked to high social status: in each social stratum there are leaders who exert influence on people of equivalent status. The main determinant of leadership lies in the interest that the subject has in the object, so it is legitimate to think that a person who shows sufficient interest in one or other of these areas and/or who actively participates in them may eventually become a point of reference for others. This suggests that commitment to a specific field could be sufficient to generate leadership (Chomsky & Herman, 2008).

c) Lasswell model

Lasswell's model sees communication as a process of influence and persuasion.

This model uses 5 questions to describe the characteristics of effective communication (Walster & Festinger, 1962):

Who says what to whom through what channel and with what effect?

- Who: The person formulating the message,

- Says what: The characteristics of the recipients of the message will determine its content, length and level of complexity,

- To whom: the receiver of the message,
- By what channel: the means of communication; the choice of channel depends on the characteristics of the target,
- What effects: the impact of the message. Measuring the impact will depend on the nature of the message,

According to these models, communication is seen as a linear process centred on the transfer of information. However, they show that the media are instruments at the service of policy and a highly persuasive tool.

2.1.3 The media around the world

The spectacular development of the world's media demonstrates the importance of the dissemination of information for all nations, which explains the multiplication of several media throughout the world, in order to have more listeners and therefore more notoriety.

a) Evolution of globalised television media:

As a result of globalisation, the media have become the ultimate instrument of international cohesion, with access to the same sources of information. The following list shows the evolution and creation of many major international media, which are also the main broadcasters of information throughout the world. The rise of counter-hegemonic media has demonstrated the importance of the media's influence on geopolitics.

- **CNN:** Since 1985, this vast channel has been broadcasting news on a global scale. According to its founder, Ted Turner, its ultimate goal is to cover the whole world, eliminate borders and abolish the notion of the foreigner. He sees the world as one big village where we are all neighbours. His crusade is for universal peace, and he is intensely committed to this goal through the role he attributes to television (Hovland & Lumsdaine, 2017). To maintain its leadership position, CNNI very quickly regionalised its international network (Cojean, 1988).

- **BBC News:** created in 1991 and renamed BBC World News in 2008. In the same year it launched a new Arabic channel, BBC Arabic TV, and in 2009 BBC Persian TV. According to Richard Sambrook, the

BBC will be launching news channels in 33 languages (Zakhour, 2009).

-Euronews: Established in 1993, the channel's president at the time said that the Euronews project focused on multidirectional information, offering small countries a fair share in terms of dignity and opportunities compared with large nations. Broadcast in 14 languages, the channel provides wide coverage across much of the globe (Schlesinger, 1994).

-Al Jazeera: founded in 1996, this is the leading 24-hour news channel in the Arab world. Launched by Qatar with the slogan "one opinion and its opposite", it has been a huge success in Arab countries and has had a major regional influence.

-France 24: created in 2005, it became part of the RFI and TV5 holding company in 2008. It is broadcast in French, Arabic, English and Spanish (Painter, 2008).

-Deutsche Welle TV: a state-owned institution founded in 1993. Promoting the principle of Staatsferne, which means distance from the state, it claims to be independent of any political influence. Broadcast on the internet in English, it also broadcasts a few hours a day in French and Arabic (Wessler, 2008).

-Russia today: public channel launched in 2005 by the RIA-Novosti agency. It represents the Russian position on international political issues, while informing the public about events in Russian life. In 2007 it launched Rusya al-yawm, which complements rather than competes with other Arab channels. It focuses more on Russia, Russian positions on Arab issues and international relations, although the two channels have different programming.

-TeleSUR: launched in 2005 in Venezuela by President Hugo Chavez. Several Latin American countries have subscribed to its capital. According to the statutes of the channel, which broadcasts in Spanish and can be viewed free on the Net, its aim is to give the people of Latin America a medium that defends their own values and broadcasts their own programmes (Sapiezynska, 2017).

-NHK World TV: founded in 2009, this English-language 24-hour news channel was launched at Japan's initiative. Its aims are to broadcast national and international news around the world, promote mutual understanding between Japan and other countries and strengthen Japan's political and cultural influence abroad (Snow, 2014).

-CCTV: Founded in 2000, this channel broadcasts in English and covers over a hundred countries. Its aim is to present the image of a powerful and innovative China (Hall, 2012).

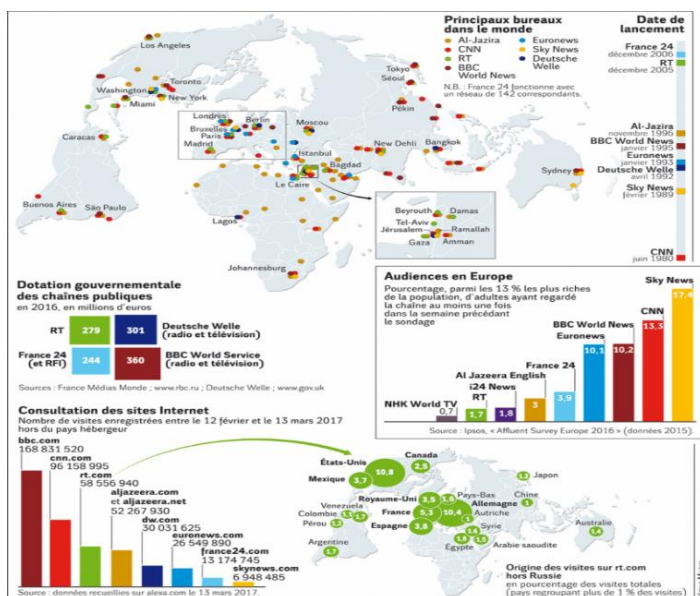
b)The end of Anglo-American media domination

This supremacy is evident in the main sources of international news, namely the world's press agencies. The largest of these is the Associated Press Press (Zakhour, 2009), headquartered in New York with 243 bureaus in 97 countries, which significantly influences most of the content published in the international sections of the world's media (Fougier, 2010). In second place is Reuters, based in London. The media's dominance can be seen in the international news channels, such as CNN International and BBC World News, the first channels to be created (Marthoz,2006).

However, despite the influence of the Anglo-American media, the power of other Western media and many more from other parts of the world have emerged and are competing with the major agencies that are supposed to be at the centre of international news. Similarly, the channels have diversified, demonstrating the weight and power of the media in international politics. It should be remembered that the 2000s saw the creation of an ideological and cultural variety of media, with the sole aim of breaking with the domination of Western companies over the media on a global scale by highlighting the often neglected voices and perspectives of a large part of the world (Fougier, 2010). The multitude of available sources and channels for transmitting information makes the use of communication tools much more methodical in these practices. Thus, the observation linked to communication models has enabled us to support our hypothesis that the media are not impartial and that their instrumentalisation for the purposes of political persuasion (or even a propaganda tool) is very

real, as has been proved by the theory of the factory of consent. In addition, the map of the media world (see Figure 1) has enabled us to highlight the most influential news media and the growing emergence in the 2000s of media fighting against Anglo-American domination, challenging the unipolar order on the one hand and multiplying sources of information on the other.

Figure 1: The world's most influential media



Source : <https://www.monde-diplomatique.fr/cartes/chaines-info#partage> consulted on 29/02/2023

To this end, and in order to fully understand the relationship between geopolitical power and the role of the media, it seems to us more than necessary to study the geopolitical influence of the media.

3. Geopolitics and the media :

Rivalries for power between countries can take different forms, and today we are witnessing a considerable rise in the assertiveness of states on the international stage, using information and communication technologies.

Indeed, talk of an informational world war ultimately refers to the complex realities of power rivalries taking place through, for and against the circulation of information (Huyghe, 2010), which is why it is useful to define the link between the media and power, as well as countries' awareness of the importance of acquiring vectors of influence in this area with international news channels and the desire of states in the Middle East and Latin America to use these media as tools in the anti-hegemonic struggle. Similarly, it should be noted that ideological and cultural influence is one of the key issues for the international media, which contributes even more to attracting people who identify with the media.

Geopolitics and the media are two distinct fields, but they are much more interdependent, which has led to the birth of a new concept, the geopolitics of the media. The analysis presented by Boulanger (2021) suggests that media geopolitics can be interpreted as a set of criteria specific to the media domain, sharing similarities with geopolitics. These criteria encompass various spatial scales, ranging from the local to the global, and varying temporal scales depending on the object of study (Boulanger, 2021). According to this perspective, media geopolitics is defined as the study of the political designs of major global actors in correlation with geography, other significant actors, and political structures (Leteinturier & Le Champion, 2009).

Furthermore, this approach encompassed the study of the interaction between space and the state, the analysis of the role of actors such as international governmental bodies, non-governmental entities and corporations, spatial strategies, external power relations, as well as concrete and abstract components. Based on these perspectives of media geopolitics, at least three categories of fundamental and invariable concepts can be identified: intelligence and communication networks, core-periphery dynamics, and geopolitical representation (Rosière, 2008).

3.1 Media and globalisation:

The dissemination of information on a global scale depends on the management of a number of variables, among which the receptiveness of recipients plays a crucial role. The success of news

channels can be explained by an audience that is scattered to the four corners of the globe, while at the same time searching for roots or a clearly defined identity (Zakhour, 2009). It should be added that information is being badly affected by globalisation, to the benefit of countries' various integration policies.

This in turn shows that viewers are more attracted to a channel that, because of its cultural, linguistic or political proximity, sees the world from the same point of view and, above all, far from stereotyped images. This is why there is a certain loyalty among viewers to channels that reinforce their sense of belonging as citizens, and which is reflected in the 'SUs' translated by the identity media of religion, language, morals and race.

3.2 Media geopolitics and global inequalities

The geopolitics of the media also makes it possible to address the issue of inequalities in development through North-South and South-South relations. From the 1990s onwards, the domination of the Anglo-American media, and in particular that of CNN, created another form of protest.

The result of these protests was the desire on the part of a number of countries to set up an international television channel. Two trends were observed:

- the first category concerns states which, with a view to both political and cultural influence, aspire to own an international news channel. These states have realised the importance of setting up a kind of national CNN (Fougier, 2010) and that the media now represent a tool for foreign propaganda and an attribute of power and influence. Following the example of : Deutsche Welle (1992) , RAI Italia (1995) , NHK World (1995) , CCTV International (2000), Russia Today TV (2005), France 24 (2006) and many others,
- the second category concerns states which, from a more political perspective, aspire to challenge Anglo-American media hegemony by establishing an international news channel, particularly in the Arab world and Latin America. One example of this is Al-Jazeera, which made a name for itself by broadcasting recordings of Osama Bin Laden and covering the war in Afghanistan and above all the war in

Iraq. This demonstrates the channel's position on the world stage and, consequently, the degree of influence it exerts on the region and the world.

There are other examples that share the same vision, such as the TeleSUR channel in Venezuela and Press TV in Iran, whose aim is to break with the domination of Western companies over their societies.

4. Power rivalries and media geopolitics: the diplomacy of influence through the media

A State implements public diplomacy along three axes: informational predominance, the principle of influence and the communication strategy adopted.

There are two key axes that contribute to the effective use of the media: the first axis is based on the technological capacity to produce and disseminate, making it possible to master knowledge of the Other and exploit it to one's advantage (Fougier, 2010).

The second is based on the principle of influence, consisting of the art of arousing the desire in others for what you want, through images, messages, vectors and networks. The media are therefore seen as a tool at the service of States, using their ability to influence the behaviour of opinions and decision-makers in a particular situation (David-Blais, 2006). Indeed, the status of international power is closely linked to the ability to exert influence on the international stage. The ability to know and communicate is one of the key issues for any state wishing to expand. These different aspects come together in public diplomacy, which has become increasingly important since the 2000s.

This instrumentation of the media by states to serve their objectives is ultimately aimed at influencing public opinion in foreign countries in their favour. Despite the differences between the political powers in place, the media serve the interests of countries more than that of freedom of expression. It has been observed that in authoritarian regimes, the relationship between the media and those in power follows a uniform political line. In democratic regimes, on the other hand, this relationship is more subtle, as journalists may be subject to various influences or forms of control (Boulanger, 2021).

This is why, according to Tristan Mattelart, it is essential to examine the way in which states orchestrate the setting up of international media systems and their interaction with web platforms (Semelin, 1997). For it is clear that the influence of both is omnipresent and plays a predominant role in the transmission of information at global level; it is also a shift from television diplomacy to network diplomacy. This subsequently led to the development of what Olivier Koch (2015) would call the new paradigm of influence, based on the maximum transmission of information abroad by encouraging the participation of the target audience, triggering a more collaborative field of influence by including civil society and enabling the media to convey much more than just messages, but also to assert the geostrategic power of States by taking a personal stand in the international community (Koch & Mattelart, 2016).

4.1 Media: the ultimate influence tool

The media are much more than an information tool. Today, governments are waging a global war of influence, relying mainly on the media. The technological revolution has made it possible to implement strategies aimed at demonstrating the power of countries by exerting a strong influence on public opinion worldwide. In this respect, there is talk of a global media war (Gervereau, 2007). Since the attacks in New York in September 2001, the resources deployed by governments have multiplied, particularly in the television sector. States are waging an increasingly aggressive and permanent battle for influence. This global media war means that information is created to serve the interests of the state and images are radicalised.

It should also be noted that the rise of digital technologies and the Internet has given more power to citizens and non-governmental organisations, which has an impact on current international relations and demonstrates the role of civil society (e.g. Wikileaks, Anonymous). To this end, the media have become the preferred medium for a state's public diplomacy, the instruments of imperceptible power. It should also be stressed that the strength of a state is measured according to several criteria, one of which is its ability to assert its positions on the international stage. This requires

an intelligent force that combines both military and cultural power, which is sometimes a much more effective way of demonstrating power. Similarly, media geopolitics is characterised by the diversity of its practices, concepts and issues, the common denominator of which is intimately linked to power rivalries in a given territory.

This explains the emergence of various channels around the world in the 2000s to counter Anglo-Saxon hegemony, and which have become the reflection of a new international diplomacy in which the power of images contradicts or invalidates official information. By studying the role played by the media in international relations and the influence they exert, we have been able to identify this interdependence between the power of States and the instrumentalisation of the media for geostrategic purposes.

5. Conclusion

Considering the fundamental role of the media, this research aims to shed light on the communication practices employed to better understand media geopolitics and the influencing processes at play, along with their significance. Throughout this study, we have analyzed the impact of media on international relations and the tools used by states to enhance their influence and demonstrate their supremacy, thus highlighting the close link between media and the exercise of power. It is important to note that international media, largely dominated by Western media, reflect power relations on a global scale, although media from third countries are emerging to challenge this hegemony (Painter, 2008). This evolution of the media landscape confirms the increasing use of media as a strategy of influence in international relations, once again illustrating the information war and the struggle between major powers. Media play a crucial role in the geopolitical assertion of countries and have become essential tools for the exercise of power (Racouchot, 2012). The findings of our study show that major powers are strengthening their international media presence to consolidate their influence, while informational multipolarity is emerging with the diversity of regional media. Despite cultural and historical differences, the use of media to influence diplomacy remains indispensable. Indeed, media are used by

states to maintain their supremacy on the international stage, making influence a cornerstone of diplomacy. Current geopolitical dynamics highlight increasingly subtle power demonstration strategies, integrated globally as an essential element of the influence game.

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