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decision-making process should take the approach of preventing arms transfers where there is a risk that a group will use them to commit serious human rights abuses.

How many times have we heard about shootings in the streets, in schools, in public institutions? And this, too, is a consequence of the easy availability of guns. And the war in Syria, in Yemen and in other countries where civilians are killed because of the war with illegally acquired ammunition. All of this is a consequence of the uncontrolled circulation of weapons. How many more people have to die before this challenge is eliminated.

As a young generation, I want you to understand that this is a very serious problem that takes many innocent lives. Today there is a war going on in every corner of the world. It must be stopped. Don't go to war, don't kill people. We can all work together to solve this.

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CHANGES IN THE INFORMATION SPACE: TRADITIONAL AND NEW MEDIA IN THE INFORMATION SOCIETY

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Abstract. 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.

Key words: Information society, media, information space, international relations , international policy , politics, globalization

Introduction

Analyzing the changes in the information space, as well as the balance between traditional and new media, first of all, it seems relevant to define the spectrum of the so-called "traditional media", to which it is appropriate to include print media (newspapers, magazines, periodicals), radio and television. New types of media include Internet publications, information channels in social networks, blogs, channels in individual messengers - Viber, WhatsApp, Telegram (for example, in the process of intensifying protests in Belarus, there was an operational increase in the popularity of the telegram channel "NEXTA Live", whose audience grew from 50 thousand to 2 million. a person in 10 days, with the decline in popularity of traditional media channels in Belarus – television and the press, used by the state in order to impose the news agenda needed by the political elites of Belarus[1].

Information policy makes it possible to harmonize relations, and also acts as a qualitative tool that helps strengthen the positions of power, including as a channel for the exchange of information, opinion between government agencies and the target audience, which is civil society. Information policy binds together the main paradigms of domestic and foreign policy of the state, representing a synthesized representation of their most important components [2].

Focusing on traditional media, it should be noted that as the processes of globalization and the directions derived from this process (digitalization, informatization of society) spread, discussions are being held in the domestic and foreign scientific research plane about reducing the role of the influence of traditional media, with the prospect of "going into the past" of printed products, television and radio[3]. Nevertheless, even considering that these discussions have a logical reasoning behind them, within the framework of this paragraph of the work, the assumption about the imminent disappearance of traditional media looks erroneous – in this case, the process of further increasing the so-called "electronic component" in the activities of traditional media is seen as relevant, which is expressed in the appearance of digital analogues for each newspaper, the distribution of electronic subscriptions, the creation of channels on sites like YouTube, in which both live broadcasts of television shows are conducted and their recordings are posted [4].

On the other hand, analyzing this approach, it is appropriate to note the position of Y. Zasursky, according to whom the existing types of media (traditional and new) will exist in equal proportion, and each of the specific types of media will have its own niche. For example, television may retain an entertainment and information niche, new media, in turn, will be responsible for the appearance of insiders, operational information, information storage, platforms for providing alternative analytical opinions, etc., while radio may remain only the role of brief acquaintance of the listener with current events in the world (for example, in on the road), and for printing – analytical summaries of the most significant events, with the development of an electronic (digital) analogue for each publication [5].

It is appropriate to note that in the conditions of globalization it is impossible to draw a clear boundary in the activities of each category of media, as a result of which such a division in this respect is quite conditional. However, different types of media have different capabilities: they may have different specialization (political news, information relay, highly specialized media); unequal technological potential, which affects the efficiency of information dissemination, which forms appropriate niches, but not for a generalized category of media, but for each media individually, carrying out its activities within a specific direction and using existing methods of information transmission (combining traditional and digital capabilities in the media) [6].

Nevertheless, it is important to note the need to detail such parameters as "mass media" and "mass communication media", which have different conceptual meanings. So, in its compressed form, information presupposes the presence of a mass nature and the transmission of information messages from the media through printed materials, radio or television (mainly a one-way way of transmitting information from source to recipient), whereas the so-called "communication component" presupposes an exchange of opinion between the source of information and its recipient. It is also worth noting the position of O. Gnatyuk, according to which the mass communication media are designed to transmit certain information using technology (mass communication media, detailed feedback from the recipient of information to the source of information), mass communication media and mass media (lack of developed systems for receiving feedback) [7].

In other words, the term "mass communication media" can be considered as a broader concept compared to the term "mass media", as a result of which the first concept can be identified as a type of social activity, the possibility of receiving feedback. Thus, the media means an integral part of the mass communication media, which can be segmented into traditional and new types, each of which can be targeted at both narrow and wide audiences when solving specific tasks: broadcasting information, promoting a specific ideology, criticizing political leadership, etc.

In turn, analyzing both the concept and the constituent features of new media, it should be noted that the main trend is expressed in the so-called "migration" of the consumer from traditional media to new (digital) media (so-called "new media"), a characteristic feature of which is the creation of new media platforms, a high level of transmission efficiency and exchange of information, wider opportunities for covering events on the international agenda [8].

Nevertheless, at the current stage of competition between traditional and new media, the emphasis is on the dissemination of information messages and related information products on different platforms and platforms, as a result of which the same information message is conveyed to the consumer through newspapers, magazines, information resources on the Internet, mobile versions of publications, applications of certain Instagram Facebook, social networks (VK, Facebook, Instagram), which allows you to convey each specific message to the maximum number of consumers., giving their preference to specific types of media. However, depending on the platform used, the presentation of an information message may also differ – for example, for young people, a particular message on the Instagram network may be expressed in the form of specific theses set out in a short video, whereas in traditional print media, detailed analytical material may be issued, including the publication of this material on the information Internet-the resource of a specific publication [9].

Interest in new media is caused by their higher level of versatility compared to their "traditional" predecessors, which is expressed in a higher frequency of content updates, prompt submission of information, whereas traditional media will "traditionally" be late with the submission: either before the morning news release, or, in the case of traditional newspapers, in a more a long chain of events – from receiving information by a journalist, processing information, coordinating information with the editor for compliance the editorial policy of the media, the transfer of information to the layout of the future issue of the newspaper, the printing of the newspaper, the delivery of the newspaper to the newsstand, the purchase of the newspaper by the addressee.

New, digital media make it possible to leave your own comment on a particular political event to a wide range of Internet users. There is a possibility for users to carry out discussions, which is complemented by a high level of competition between new media for their audience,

which implies an increase in the quality of the level of created materials, as well as a lower level of financial factor for the consumer. Speaking conditionally, paying for a month of Internet use, the user is not limited by the volume of possible materials, whereas the issue of each newspaper is limited by its own and the amount of information. Traditional television also forms a competitive news agenda in advance. At the same time, the order of information submission and its structure cannot be changed. In addition, television is obliged to show ads that cannot be turned off. At the same time, when using new media, it is possible to disable advertising, independently choose the order and method of content submission. New media are also characterized by a high level of integration, in which traditional media can complement the digital analogue or vice versa [10].

The above circumstances allow us to suggest that the replacement of traditional media with new types of media is connected both with the natural evolution of the media space, the integration of information and digital technologies into the life of modern society, and with the need to meet the needs of society interested in a developed system of presentation of material, providing different points of view on all events taking place in the world, the possibility of prompt receipt of information not within specific time limits slots, and throughout the day, as well as the opportunity to exchange views with a source of information.

In this case, it is important to note that a hypothetical "exchange of opinions" is also assumed in traditional media in the form of letters to the editor or calls to the studio during the radio broadcast, or the broadcast of a certain show, but about a full exchange of information, compared with the opportunities provided by information technologies and used in new media (comments, forums), in this case, it is not necessary to say [11].

Assessing the reasons contributing to the transition of the audience from traditional media to new ones, it is necessary to note some approaches to the study of innovative trends in journalism. Thus, according to some researchers, the organization of the work of the editorial offices of the media changed with the growth of opportunities for the use of new technologies and changes in the literature of the audience [12].

This circumstance has led to the formation of so-called "convergent editorial offices" on the basis of new media, optimizing the timing of the creation of material and content for traditional and digital platforms, while minimizing the linear approach to news reporting, as well as increasing the role of ordinary citizens in the processes of news creation, through the publication of opinions in real time, the publication of certain content, which become informational occasions in the future [13]. According to A. Grabelnikov, who suggests the term "Internet journalism", it is not a separate mass media, but acts as a new communicative environment, in relation to which all mass information flows are directed, which attracts users and contributes to the development of online editorial offices and journalism in general. The use of new media is primarily associated with the possibility of a full-fledged dialogue with the audience along the axis "editorial staff – journalists - users" [14].

Thus, it seems appropriate to argue that the transition from traditional media to new media is associated with the natural process of evolution of journalism, under the influence of the processes of informatization, digitalization, development and integration of information technologies in the work of the media, a characteristic feature of which is direct interaction with the audience in real time, presence in social networks and the implementation of activities in accordance with new global trends, such as the use of messengers, increased audience involvement in the formation of news, which indicates the process of so-called the "natural transformation of the media landscape" within the entire information space and the activation of the processes of interactive interaction with the audience [15].

According to S. Nosovets, the concept of new media includes a wide range of information resources based on the principles of convergence of existing technologies and all available forms of content creation and review [16]. In practical terms, this circumstance makes it possible to form distinctive features of new media from traditional predecessors, which consist in the use of modern information technologies, in particular, the possibility of distributing any type of information (text information, photos, videos, blogs, pages in social networks, online communities), without restrictions of editorial policy, the ability to form public opinion on topical issues, interactivity [17].

In this context, it is worth noting the approach of D. Zillman, according to whom, the new media have a "penetrating character into our lives", to a more complete extent, in comparison with traditional media, determining the thinking, value orientations, social behavior of a particular socio-political group or international actor, which forms direct differences from traditional media aimed at specific coverage of certain events in the absence of developed feedback [18].

Based on the above, we can conclude about the strategic nature of the new media. A special quality of the new media is their interactive digital embodiment, which provides an opportunity for any citizen to express a position on an urgent issue in real time, as well as a wide range of information sources, since each user is a source of content, which, however, has negative sides. This illustrates an example of the use of social networks and the possibilities of new technologies during the socio-political instability in the Middle East, the so-called The "Arab Spring"[19]. In particular, on the examples of the "jasmine spring" in Tunisia, the revolution in Egypt, it is quite clearly possible to observe the colossal effectiveness of information warfare operations of the 21st century – the so-called "Twitter revolution" effect [20]. While the communication landscape is becoming more and more saturated, complex, interactive, the population connected by these communications receives almost unlimited access to information, more opportunities to participate in public debates and more opportunities to participate in collective actions. Twitter apologists believe that the world is in the midst of a revolution and social media is giving birth to social activity anew. Thanks to Twitter, Facebook, etc., the traditional relationship between the power of politicians and the will of the people is undergoing a coup, and the power of autocrats is weakening [21].

Unlike traditional media, new media is also characterized by the absence of geographical restrictions. The transition from the traditional to a new type of media is marked by the transformation of relations between the editorial staff of the media and the audience, which is reflected in the form of wider opportunities for discussion, the opportunity to express their opinions in various ways (audio, video, print, blog, social networks, etc.), a higher focus on a specific target audience (political, social, economic, religious, geographical, ethnic characteristics), which increases the interest of the audience not only in the global media, but also regional, local blogs, websites, content sources, covering not generalized geopolitical events, but events important for each specific group and the local population, while maintaining a high level of efficiency in the exchange of information and opinions between users .

It can be said that the characteristic changes in the information space, expressed in the reduction of the role of traditional media and the strengthening of the positions of the so-called "new media", on the one hand, influenced the processes of preparation, exchange and communication of information to the target audience, and on the other hand, these processes were a real reflection of changes in society and they were associated with the formation of new needs for free choice of information. In turn, the processes of informatization and digitalization in the information space, which were discussed in the first part of the chapter, had a significant impact

on the architecture of international relations. In addition to the obvious and positive aspects of the development of scientific and technological progress, the threats that give rise to the processes of globalization and informatization of society are also relevant, which makes it possible to perceive these processes as a possible source of destabilization processes in a particular state or region: simpler, with the help of the Internet, the formation of public opinion, simpler coordination of protests, information pressure on that or another political regime, the formation of a special news environment concerning a particular state, distortion of information in the media, specific editorial policy in relation to a particular state, political regime, etc. This makes the information space a powerful tool of destabilization, as well as an instrument of both indirect and direct influence on geopolitical processes.

Informatization today is the most powerful tool of globalization. As world practice shows, with the help of informatization, it is possible not only to accelerate the development of each country, but also to turn it into a purely puppet education. Although the participation of all countries of the world in the process of informatization is an indisputable fact, however, according to their level of information technology development, they can be divided into information rich and information poor. The leaders of many countries are well aware that the lag in information and communication technologies can lead to disastrous consequences. Thus, an incorrectly chosen strategy of informatization and information policy, or its lack of dynamism and mobility, can lead to significant, sometimes dramatic, changes in all spheres of life of an international actor: those who did not prepare in time for integration into the world information space risk remaining on the periphery of historical development. Consequently, along with the positive aspects of informatization, there is a real threat of using achievements in the information sphere to achieve goals incompatible with the tasks of maintaining global stability and security, observing the principles of sovereign equality of States, peaceful settlement of contradictions and conflicts, non-use of force, non-interference in internal affairs, respect for human rights and freedoms.

The main content of the problem of information protection in the system of international relations is determined by the fact that in the modern multipolar world, information confrontation is the main means of ensuring geopolitical balance. The purpose of the information confrontation is to ensure national interests in the information and psychological sphere, includes: ensuring the geopolitical security of the state; achieving military and political superiority and undisputed leadership in the field of international relations; ensuring the achievement of the goals of national economic, ideological, cultural, informational and psychological expansion; creating favorable conditions for the transition of one's own national system of socio-political relations to a new, more highly developed and high-tech level of evolutionary development.

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IRAN AND CENTRAL ASIA: SOCIO-CULTURAL RELATIONS

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