

# Chapter 1

## International Political Communication: New Challenges and Old Uncertainty

### ABSTRACT

*The first chapter serves as an introduction to international political communication and associated terms. It dwells upon the difference of political communication in international relations and international political communication, also showing the functions and typology of the phenomenon, focusing especially on how connected international political communication is to media and how this connection further intensifies with time due to globalization processes and technological advancements of last few decades. Among the objectives attempted by the chapter is to introduce the reader to all crucial concepts of international political communication before moving in swiftly to its relation with universal codes of media in the very next chapter.*

### INTRODUCTION

Modern globalized world is used to an idea of literally everything being political, to a point. Rise of social networks leaves no chances for socially active individual to be 100% passive when it comes to politics, bombarding users with constant streams of political information, both relevant and irrelevant. All the while whole notion of relevance becomes more and more subjective, transforming not just how we perceive, but also how we approach

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information and vice versa: the ways information affects us on emotional, intellectual, neurological levels. Correlation between mass media and the worldwide audience is dependent on a mutual expectancy, something that is severely lacking in the modern world of new media, due to said media at times not being dependent on audience, and yet totally acquiring one through the powers of Internet. Events reaching global status could hail from any obscure corner of the world and might be a meaningless noise more than they ever were, despite having all the aspects attributed to events which have crucial significance and importance.

The discipline of political science as of now barely gives any definition to international political communication, despite problem being very much relevant in the globalized era in which any communication has a potential to reach international levels. That potential is creating as much possibilities for education as prosperity as threats of further de-stabilizing unstable economies and governmental states of certain developing countries. We believe that using the interdisciplinary approach to studying and verifying existing and new researches in the area of international political communication we may achieve new levels of understanding the core of the problem and probably try to emphasize how crucial the trend of International Political Communication seems to be for 2020's as of now.

Profound lack of formulation never stopped international political communication from being a force to be reckoned with in the paradigm of political science. However, confusion on whether communication in international relations, international political communication and political communication in international relations are synonyms or interconnected separate entities is an ever-present problem of term's definition. International political communication in the globalized world stopped to be a governmentally-sanctioned, well-written matter, with new horizons of communicative technologies such as Internet providing an unprecedented amount of abilities in that area to population.

Perhaps unusually for a book of that type, Chapters 1 and 2 are both, in a way, introductory: Chapter 1 for points about international political communication (and political science in general), while Chapter 2 concentrates on correlation between the audiovisual media with aforementioned communication. It is understandable that reader should not take a leap of faith in both concepts without proper guidance and possibility of mixing them together in one chapter was met with a great anxiety on an author's part, over the fact that reader might be lost in those two first chapters. To bring order to that it should be noted that recommended reading and key terms sections, usually denoted

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