

## Chapter 7

# Political Tradition and Compatibility of Universal Codes: Digital Dictatorship and Virtual Democracy

### ABSTRACT

*The chapter dissects political tradition through a cultural prism of universal values, concentrating on globalized indoctrinations of dictatorship and democracy and their input in the widespread of global populism. Additionally, it established direct link between universal values as a structural element in universal codes of media, political tradition as it exists in media and in real life and indigenous to this research universal value of death. The latter is formulated in conjunction with political meaning and previously established universal values, providing a wide meaning of death in universal codes of media in international political communication, not only as the opposite of life, but also as a representation of many other aspects of human life.*

### INTRODUCTION

In previous chapters we touched upon tradition as an important construct in the realms of media, but traditions of political communication and politics in

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general are also a thing to consider and one that has a correlation with media. Main objective of this chapter is to outline the extent of political tradition and its influence on universal codes. Additionally the chapter strives to recalibrate knowledge on known political doctrines and identify recognizable elements of such in several approaches implemented governmentally to the Internet.

It is hard to imagine news at any point of post-bipolar world without at least a budding conflict of some sort between democracies and dictatorships. Naturally contradicting each other, modern democratic influences are outright declaring public enemies #1 out of states which are dictatorships, while latter effectively scare the population with equation of “democracy = chaos”. And it seems that even countries with much more democratic regimes suddenly caught that message as a trend, as globally democracy is on decline as of 2020.

2020s started on a note hardly unexpected: growing global disdain of democracy, as reported by BBC (Coughlan, 2020), EurekAlert! (2020) and CNBC (Taylor, 2020). While certainly, observation was not exactly breaking new grounds and confirmed several researches already at hand (Sunstein, 2017; Vaidhyanathan, 2018) and was even dropped rather frequently in the popular culture. Aforementioned (in the Chapter 5) song by Pet Shop Boys *On social media* addressed the issue in the lyrics a year prior to reports, formulating them as ‘While democracy is losing its way’. (Tennant & Lowe, 2019). We are living in the world where overwhelming digital dominance in social media dictates certain disdain for both democracy and dictatorship, leading people towards believing in IT-stabilized Anarchy 2.0. Which is, to a point, a quasi-concept. (Jenson, Harrison & Prange-Gstöl, 2013).

It is no wonder that a certain segment of YouTube also started 2020s on similar notion, with certain reviewers still catching up with the latest hit movie, *Joker* (further exemplified in Chapter 8). Russian YouTuber Woodmark was among those who reviewed *Joker* (Woodmark, 2020) at the start of the new cultural decade, albeit with an interesting, if unintentional twist, inadvertently bringing in a much larger picture into discourse. There is a mention in the video of a popular British TV series *Doctor Who* according to ‘certain sources’ receiving an airplay in notoriously closed dictatorship that is North Korea.

Politically, plots of *Doctor Who* are a rich variety of allegories as seen through a prism that is unmistakably UK. It is interesting how modern new media in Russia addresses the series as simply sci-fi in a video about movie with an essentially political message, there is a parallel and yet the parallel was simply drawn to shoe-horn an advertisement deal into the video. To double the irony, fact was mentioned during and advertisement segment of

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