



# The Idea Of Cis Integration: Certain Trends In The Geopolitical Analysis Of The Information Society

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## ABSTRACT

This comprehensive article examines the transformative impact of the information revolution on global geopolitics, with particular attention to the role of mass media and virtual technologies in shaping political narratives, national identity, and international security. It explores the strategic importance of the Commonwealth of Independent States (CIS) as a unified geopolitical space, particularly in the context of hybrid threats such as information warfare, ideological influence, and media manipulation. The analysis highlights how modern communication tools—especially television and the internet—have become powerful instruments in shaping public opinion, promoting geopolitical agendas, and influencing state behavior. Drawing on examples from global media giants such as CNN, BBC, and Reuters, the article underscores the shifting parameters of security and the growing relevance of media literacy and geopolitical awareness in the digital age.

## Keywords:

Geopolitics, Information Society, Media Influence, CIS Integration, Information Warfare, Political Communication, Television, Global Security, Ideological Pressure, Geopolitical Narratives, Public Opinion, Mass Media, Virtual Space.

The profound changes on the geopolitical map of the modern world—especially the revolutionary shifts in the information domain—are compelling analytical theorists to revisit and reinterpret the fundamental issues of geopolitics through a new lens. Indeed, the era of the information revolution has introduced new arenas for the non-traditional actors of geopolitics. A fundamentally new dimension of space and time—its virtual form—has been discovered and rapidly implemented into practice as a geopolitical actor. The ongoing and intense information pressures surrounding crises such as those in the Middle East, Afghanistan, and the Russia-Ukraine conflict should concern us all. These developments are testing the power and

resilience of the key players in the geopolitical arena in unprecedented ways.

Looking ahead, one cannot help but ask: how will the Commonwealth of Independent States (CIS) position itself as a unified geopolitical space? What impact will the clashing political narratives and the objectives embedded within them have on the CIS's integration goals and its overarching idea of unity?

Unfortunately, instead of balanced, scientific, and constructive discourse in the information space, we are increasingly witnessing aggressive, emotional, and populist rhetoric. Statements made by various political figures such as Prilepin, Smolin, Zhirinovsky, Brzezinski, Zelensky, and Ms. Baerbock have understandably provoked widespread concern.

Regrettably, the number of such short-sighted, emotionally charged political commentators continues to grow.

In reality, the modern world—through the influence of moral-spiritual, civilizational, and cultural factors disseminated by the mass media—is continually reshaping our perceptions of international politics. Researchers have increasingly turned their attention to the information resources of geopolitics, the challenges and contradictions of information competition, and the modern philosophy of information warfare. Thus, the information revolution has ushered in an era where virtual technologies dominate the struggle for control over new geopolitical domains.

This shift has led to growing discourse about a kind of “geopolitical chaos, ambiguity, and misunderstanding.” Traditional geopolitical paradigms have faded away like water disappearing into sand. Rapidly, the journalism of the information age has introduced into geopolitics new, politically reframed forms of the “virtual” dimension. As a result, socio-political thought is now engaged in a reevaluation and reinterpretation of the norms and rules governing geopolitical conflicts. The role of information as a weapon to defeat adversaries has become significantly stronger.

It is well known that, thanks to the initiatives of the President of Uzbekistan, Shavkat Mirziyoyev, the foreign policy principles outlined in the *Action Strategy* prioritized the Commonwealth of Independent States (CIS) as a key strategic direction. As a result, a new phase of positive revitalization began in the geopolitics of the CIS. A tectonic shift has taken place in regional geopolitics: the idea of mutual trust and cooperation among CIS member states is advancing rapidly. Each year, trade turnover among CIS countries continues to grow, long-standing frozen issues are being addressed, and major transformations have occurred in border and customs policies. The principle of good-

neighborliness is increasingly taking on the role of an ideological foundation.

At Uzbekistan’s initiative, several special resolutions were adopted by the UN General Assembly in 2018–2021 within the framework of cooperation among Central Asian countries. (See also: Shavkat Mirziyoyev. *The Development Strategy of New Uzbekistan*. Expanded second edition. — Tashkent: Uzbekistan Publishing House, 2022. pp. 422–432.)

However, despite such positive developments, we must not forget that in certain political centers there remains a persistent desire to erode the sense of identity within the “human-civilization-culture” sphere of the Commonwealth of Independent States (CIS). These efforts are still ongoing, as they form an integral part of the complex information systems maintained by leading global powers.

For quite some time, deliberate information influence has been used to activate mechanisms aimed at eroding national identity, with covert programs subtly embedded and skillfully employed. Today, the modern information space—comprised of the internet, mass communications, and advertising—has evolved into a unified world governed by information management<sup>1</sup>. Moreover, many of the traditional parameters of international security are undergoing transformation. Whereas security was once defined by the balance of military power, the intensity of conflicts, and the threat of world war—including factors such as the arms race—now, the priority has shifted toward combating “non-traditional” threats. In the past, intelligence and counterintelligence operations held strategic dominance; today, this role has been replaced by the analysis of information flows. Identifying, exposing, and countering aggressive and destructive streams of information has risen to the level of state policy. All of this should serve as an additional impetus for strengthening integration within the CIS.

Secondly, viewing the CIS as a new and unified geopolitical phenomenon highlights the urgent need to analyze the role of informational attacks

<sup>1</sup> International terrorism, transnational crime, illegal migration, and informational sabotage are among the key issues being addressed.

in resolving geopolitical issues. Indeed, today, such informational influence and pressure have become powerful enough to alter a state's most essential geopolitical assets—its national mentality, cultural identity, and the moral-spiritual character of its people.

Thirdly, analyzing geopolitical ideas and narratives within the CIS information space increasingly requires a dynamic approach, distinct from traditional political analysis. In this context, to distinguish truth from falsehood, it is essential to continuously monitor the “power fields” where geopolitical ideas collide within the information space. Understanding how these forces exert pressure on one another—especially in unpredictable situations—can significantly enhance our geopolitical forecasting. In particular, it is critically important to remain aware of the balance of forces within the global information space. The outcomes of virtual confrontations are often directly tied to this balance.

According to experts, humanity is currently experiencing a new information revolution, which is by no means the first in the history of human society. The emergence of speech significantly expanded the possibilities of transmitting information, while the invention of writing allowed information to be preserved over time and transmitted across vast distances, even separating it from its original author and carrying it across generations. The advent of printed newspapers and journals further accelerated and expanded the dissemination of written information. Radio and television, in turn, introduced a new qualitative stage by enabling the transmission of information through sound and visuals.

Mass media serve to transmit and widely disseminate information rapidly in the form of words, images, music, and similar formats. These media are characterized by such features as mass reach, periodicity, and a broad audience of listeners or readers. Analytical assessments increasingly emphasize the sharply expanded capabilities and coverage of modern mass media.

Established in 1980, CNN (The Cable News Network) today broadcasts news around the clock, 24 hours a day. CNN currently includes 14 cable and satellite channels, 2 radio stations, 6 websites, and 37 foreign news bureaus. CNN's broadcasts are transmitted via 38 satellite signals and can simultaneously reach 1.5 billion people in 212 countries and territories. Notably, in January 1991, CNN provided live television coverage of military operations in the Persian Gulf. On September 11, 2001, CNN was also the first to deliver live footage of the terrorist attacks directly from the scene to a global audience.

The British Broadcasting Corporation (BBC) owns more than 20 television channels, 14 radio stations, numerous websites, and nearly 40 magazines. The BBC broadcasts in over 40 languages worldwide.

Reuters News Agency employs around 14,000 staff across 91 countries, including 2,300 journalists, photo correspondents, and video operators. The agency operates 197 bureaus in various countries around the world. Each day, Reuters' news reaches an audience of approximately 1 billion people<sup>2</sup>.

Today, artificial satellites remain the most convenient and effective means of information transmission. However, despite their convenience, they are far from “affordable”: owning and operating a satellite requires significant financial investment, which not every country can afford. As a result, the majority of satellites in space belong to only a few countries: the United States (30), Japan (21), Russia (12), China (9), and India (9)<sup>3</sup>. The fact that the primary tools for transmitting information are concentrated in the hands of a limited number of countries means that others are often compelled to “sing along” to the tune dictated by these powers. Today, widely known channels such as ORT, NTV, Euronews, and Turkey's TRT also boast audiences numbering in the hundreds of millions.

These examples provide a clear picture of how vast the reach of mass media has become today. The effects of the information revolution are

<sup>2</sup> Ochildev A. Globalization and Ideological Processes. “Muharrir”, Tashkent: 2009, pp. 77–79.

<sup>3</sup> Yokubov S. The Information Society: Not a Fantasy, but Reality. // Tafakkur journal, Issue 4, 2007, p. 15.

also evident in the ability to process vast amounts of data and access books stored in libraries across any country. In truth, radio, television, and the internet now make it possible to disseminate the latest scientific discoveries to the entire world in a short period of time and allow individuals everywhere to benefit from the achievements of science, culture, literature, and the arts.

In particular, even a well-informed person may struggle to navigate complex socio-political and cultural processes without the support of radio, television, newspapers, and magazines. Media institutions possess great potential to influence people's consciousness, emotions, ways of thinking, and behavior. It must be emphasized that the development of mass media today has dramatically increased the scale and scope of ideological influence.

A distinctive feature of ideological influence and pressure exercised through the media—often requiring minimal financial resources—is that it is carried out subtly, without the audience (reader, listener, or viewer) even realizing it, and without producing immediate physical victims. Information can yield high impact without destroying the enemy or requiring significant expenditure. In this process, the desires, mentality, and existing problems of the target country's population are thoroughly studied, with the main focus placed on influencing public consciousness and worldview, transforming established values, and diminishing or even eliminating their regulatory role.

To achieve this, periodic publications use gradual messaging strategies, while radio and television skillfully employ fragmented transmission techniques.

The internet has become a crucial component of today's information space. At present, it can be accessed not only through computer networks but also via satellite communication, radio signals, cable television, telephone, and mobile networks. The internet is increasingly becoming an inseparable part of people's lives <sup>4</sup>.

The history of geopolitical conflicts confirms that the institution of journalism can never be

entirely independent in the context of clashing geopolitical interests. The degree of its dependence is often shaped by the political control exerted by specific international corporations, industrial and financial groups, as well as various states, political parties, and religious organizations. Additionally, the extent to which media can be used effectively also depends on the level of press freedom in the leading powers. With the rapid development of modern communication tools, controlling media activities is becoming increasingly difficult.

Moreover, today, citizens of developed countries have the right and the opportunity to access diverse information from television and radio channels, internet networks, and other sources. The question of clarifying the role of the media in advancing geopolitical interests has become increasingly urgent. It also highlights the necessity of geopolitical analysis in understanding these processes.

Currently, media platforms are increasingly used as direct tools to influence the policies of various countries. In such circumstances, the media emerges as a vital element of political strategy. On the other hand, media also has the power to shape territorial perceptions of different nations, alter public sentiment, and reach broad segments of the population.

This ability makes the media particularly effective in shaping public opinion. In this regard, it is no exaggeration to say that the media may become a plaything in the hands of geopolitical actors. Various players—including transnational corporations and religious organizations—are striving to participate equally in this process. As a result, disseminating various ideologies has become one of the media's primary tasks. Consequently, the information spread through newspapers, magazines, radio, television, audio and video content, and internet networks begins to fulfill specific geopolitical objectives.

In the future, the mass media are expected to continue playing a significant role in advancing various geopolitical objectives over the long term. This underscores the need for modern

<sup>4</sup> Ochiliev A. Globalization and Ideological Processes. "Muharrir", Tashkent: 2009, p. 79.

schools of geopolitics to develop new criteria for geopolitical analysis that align with the values of an enlightened society. In this context, it is especially important to recognize the direct influence of mass media—particularly television—on geopolitical processes.

Today, television functions as a primary and powerful tool for providing political support in modern society. It possesses several key characteristics that make it a core component of political campaigns, including<sup>5</sup>:

- *The ability to deliver unlimited volumes of political information rapidly and efficiently;*
- *The capacity to present political content in a form that is easily accessible to anyone, without requiring special effort or expense on the part of the audience, allowing them to receive it directly in their homes.*

Today, the leading role of television in shaping the political consciousness of the main participants in the political process is defined by the characteristics of modern audiovisual culture. By conveying the majority of information through its audiovisual functions, television plays a dominant role in shaping society's political worldview.

The growing publication of geopolitical content in journals and newspapers has contributed to the incorporation of new criteria into geopolitics—criteria relevant to the information society. All of this further confirms the increasingly significant role of television among the tools that directly influence geopolitical processes within informational systems.

Moreover, modern political psychology has shown that in contemporary society, it is not rational approaches but the vividness of the "image" or "media persona" that plays the primary role. It is no coincidence that there is a strong emphasis today on shaping the political, ideological, and geopolitical views of much of the population through telecommunications. The media "image" is now recognized as a product of synthesis based on ethnic, cultural, ideological, and political dimensions.

In turn, the diversity of information in society is closely linked to the conditions that allow this information to be absorbed into political life. In such a context, diverse information strongly influences individuals' engagement in the political sphere and fosters their independence. At the same time, advances in media technology have dramatically increased the speed of information dissemination and strengthened the capacity to reach large audiences in a short period<sup>6</sup>.

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<sup>5</sup> A.I. Demidov, A.A. Fedoseev. *Fundamentals of Political Science*. Moscow, "Vysshaya Shkola", 1995, p. 229.

<sup>6</sup> A.I. Demidov, A.A. Fedoseev. *Fundamentals of Political Science*. Moscow, "Vysshaya Shkola", 1995, p. 149.

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