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Sofiane Belmadi

Blida 2 University (Algeria)

<https://orcid.org/0000-0002-7057-8209>

s.belmadi@univ-blida2.dz

Geopolitics of Media: Between Control And Penetration

Abstract

This contribution aims to identify the role of globalized media in threatening societal and national security. It has witnessed several security challenges that have begun to affect various other dimensions, especially cultural and intellectual, leading to the production of intellectual and value-based deviation in society, which subsequently affects political decision-making. By means of the emergence of globalization, technological development and the emergence of new media, the borders between countries have faded and are penetrated by the media, such that neither governments nor countries are able to control and control this expansion, which has put national, economic and political security in a state of danger. Therefore, it has become necessary to search for ways to repel this type of control (indirect colonialism), by examining the media material, which the study has proven that globalized media negatively affects societal security and its values, if it is employed in a negative way.

Keywords: *globalized media, geopolitics, national security, societal security, cultural security, cultural penetration and invasion*

Sofiane Belmadi

Blida 2 Universiteti (Əlcəzair)

<https://orcid.org/0000-0002-7057-8209>

s.belmadi@univ-blida2.dz

Medianın geosiyasəti: nəzarət və nüfuz arasında

Xülasə

Bu töhfə qloballaşan medianın sosial və milli təhlükəsizliyi təhdid edən rolunu müəyyən etmək məqsədi daşıyır. O, müxtəlif digər ölçülərə, xüsusən də mədəni və intellektual sahələrə təsir etməyə başlayan, cəmiyyətdə intellektual və dəyərə əsaslanan sapmaların yaranmasına səbəb olan və sonradan siyasi qərarların qəbuluna təsir göstərən bir sıra təhlükəsizlik problemlərinin şahidi olmuşdur. Qloballaşmanın meydana çıxması, texnoloji inkişaf və yeni medianın meydana çıxması ilə ölkələr arasında sərhədlər sönmüş və media vasitəsilə elə nüfuz etmişlər ki, milli, iqtisadi və siyasi təhlükəsizliyi təhlükə altında qoyan bu genişlənməyə nə hökumətlər, nə də dövlətlər nəzarət və müdaxilə edə bilmir. Odur ki, qloballaşan medianın ictimai təhlükəsizliyə və onun dəyərlərinə mənfi təsir göstərdiyi, əgər mənfi istiqamətdə istifadə olunarsa, araşdırmanın sübut etdiyi media materiallarını araşdıraraq bu tip nəzarəti (dolaylı müstəmləkəçilik) dəf etməyin yollarını axtarmaq zərurəti yaranıb.

Açar sözlər: *Qloballaşmış media, geosiyasət, milli təhlükəsizlik, ictimai təhlükəsizlik, mədəni təhlükəsizlik, mədəni nüfuz və işğal*

Introduction

In the contemporary world, the digital revolution in the field of communications and high-tech technological progress have led to the absence of the meaning of geographical boundaries between nations in the conventional sense, as the contemporary world has witnessed this technological revolution, satellites, cellular phones, television broadcasting, digital technologies, and Internet networks, where sound and image are transmitted at high speed. So, geopolitics tended to change as

a result of global media strategy wars, which no longer mainly took into account traditional geographical analysis. Such changes prompted thinkers and researchers to study the impact of media on both national and international security, through the emergence of several theories that sought to in its entirety to clarify the challenges and expected risks and to explain the impact of geopolitics of media on it.

Ratzel saw that the state must expand, as he glorified the German state and considered the German land and nation superior to other lands and nations, so it must expand at the expense of other organic beings in order to find for itself a vital space for living and progress. so, through this organic view, it becomes clear that Ratzel understands that the creeping development of the state is a living, natural process Similar to the growth of living organisms (Dugin, 2004, p. 77).

Accordingly, the expansion and contraction of a state are natural processes linked to its life cycle. In his book "The Laws of the Spatial Growth of States" (1901), Ratzel identified seven laws of expansion: The first law is that the expansion of states expands according to the development of their culture, therefore, the more the population spreads, bringing with it its own culture, the new area of land in which they spread in the country's area expands. The first law is considered the most influential and prominent and serves the idea of expansion, which is the cultural dimension. Both the Russian and French thought schools are considered among the most prominent schools that have dealt with the subject of media in geopolitical analysis.

Research

From the Russian perspective, Dugin's ideology toward the liberal western world is conventional and socially conservative. Although Russian thought centers on unity and territory, it also connects with other Eurasian nationalities, placing them in a cultural and ideological confrontation with universal ideas and values. On the other hand, the French school believes, through the scholar "Vidal de La Balache", that man is not a slave to his environment, as the organic (determinism) school calls for, but rather he chooses from among its possibilities whatever he wants according to his level of civilization and awareness. Therefore, the patterns of cultural and socio-economic activity on the surface of the earth are the results of human thinking, effort, and movement within the framework of his natural environment."(Christian, 2015, p. 147)

Study importance:

This topic represents one of the most prominent current topics, as the threats posed by globalized media wars to national security have become a top priority for scholars and researchers, given the danger this type of soft weapon poses to national security in particular and international security in general. Furthermore, its practical importance lies in clarifying the concept and tools of penetration and infiltration, the nature of the actual and potential dangers and threats this phenomenon poses to security, and discussing the most important possible methods for confronting them.

Study Objectives: The objectives of the study are as follows:

- To present a general concept of globalized media and soft power from a geopolitical perspective.
- To clarify the most important tools of globalized media and methods of intellectual penetration.
- To extract the most important challenges facing national and international security, while providing the most important possible methods for confronting them.

Research problem:

In light of globalization, new media has penetrated society without borders or restrictions, bringing about changes that have affected many aspects of countries' security. This can be applied to international security in general, as it relates to the security of the privacy of peoples and nations, and in particular, various globalized media have influenced local values and culture. Therefore, the following problem is posed:

What are the challenges and threats to national and international security in light of globalized media and the development of communication technologies?

Research methodology:

The study requires the use of certain scientific approaches to understand the dimensions and challenges of media globalization and its risks to national and global security within a geopolitical perspective. It includes the use of historical method based on compar historical facts and events. Also to the inductive approach to analyze the development of the globalized media system and its relationship to international security, and how it impacts people's values and cultures.

The study also relied primarily on the geopolitical approach, a precise cognitive approach that focuses on analyzing international phenomena, both theoretically and practically, focuses on theories of strategic control and domination, including a deconstruction of the fundamentals of the relationship between ensuring state security and the international struggle for control and domination. This approach also allows for the analysis of the relationships and interactions between the various actors involved in the equation of globalized media wars within the framework of soft power.

Literature review:

➤ **Alexander Dugin's book, "The Foundations of Geopolitics: Russia's Geopolitical Future":** The book addresses geopolitics and its complex nature, encompassing geography, history, demography, military sciences, strategy, and everything related to the lives of states. The author presents details of the foundations of geopolitics, its theory, and history. It also covers a broad range of geopolitical schools and perspectives. This book aims to end the West's monopoly on the science of "geopolitics" and international relations, and opens the door to alternative political theories that differ from the prevailing Western thinking.

➤ **Malek Bennabi's book, "The Problem of Renaissance":** This study addresses the basic foundations and concepts that help rebuild Asian and African (colonized) societies and free them from the dilemma of backwardness and dependency. Malek Bennabi also emphasizes the study of civilization from a comprehensive perspective, free from the unholy illusions of individuals and idolatry, having witnessed the dominance of the instinct to imitate and emulate, which leads to society losing its balance and stability.

➤ **Herbert Irving Schiller's book, "Mind Manipulators":** The book addresses the issue of mind manipulation or media deception from a media perspective, as a warning to American society and other peoples of the world, to confront this constant and ongoing invasion of the minds of their individuals and societies through the media, which has become ready to play an effective role in the process of propaganda and deception as a tool of oppression and subjugation of the broad masses to the opinion of the minority, which controls and steers public opinion in the direction it desires in a manner that involves camouflage, deception, and manipulation.

1- Geopolitics - Thought and Planning

The term and subject of "Geopolitics" is an important concept that is increasingly being used in the academic environment in its various disciplines and branches, as well as in the speeches of politicians, security and defense leaders and decision makers, it is the Statecraft (Park, 2023, p. 81). At present, the term "geopolitics" refers to the relationship between geographic space and politics in reference to the impact of these areas on international relations and on the head of which are security and strategic studies. It is now a topic that brings together and examines the geographical and strategic factors in determining the status of the State vis-à-vis the political units on its borders, the region/region to which it belongs and over the global arena. This field of science has contributed greatly to the interpretation and analysis of international situations according to the law of "land" or "geography," whether from a theoretical or practical perspective, by contributing to the drawing and formulation of the internal and external orientations of countries.

The geopolitical analysis of local, regional and global multidimensional events and realities, based primarily on geographical significance, is closely linked to the sociocultural and political behavior to be studied and analyzed in a given region, while the geopolitical analysis is not limited to specific regions, but rather to a combination of levels (local system, subsystems, trans-regional systems, supranational systems) and to the analysis of various factors and determinants affecting the behavior and development of States and its security.

Accordingly, Alexander Dugin asserts that geopolitics "the new science" is the perspective of power, the science of power, and for power. He reveals that its history has shown that those who have devoted themselves to studying it have, without exception, either participated in governing states and nations or are preparing themselves to assume such roles. In the contemporary world, it represents a guide for the man of power, or more precisely, it is the "book of power," providing a summary that should be taken into account when making fateful global decisions, such as forming alliances, waging wars, implementing reforms, or implementing economic and political measures, among others, on a broad scale. Thus, geopolitics is the "science of government." (Dugin, 2004, p. 81)

Rudolf Kjellen, who was the first to use the term geopolitics in his 1905 book, "The State as a Sense of Life," also defined it as: "The study of the natural environment of a state, and that the state's most important concern is power. Moreover, the life of states depends on education, culture, the economy, governance, and the power of authority." While Bert Chapman defined it from the perspective of science that reflects international reality and the set of global forces emerging from the interaction of geography on the one hand, and technology and economic development on the other, and is characterised by a dynamic rather than a static nature. (Chapman, 2011, p. 23)

1. Geopolitics and media - Influence and Impact

Given that the topic of this paper is media globalization and geopolitics, demography and population are at the core of the study. It focuses on the study of populations in terms of the factors influencing them, their movement, growth, intellectual and cultural makeup. It focuses on information that is considered an important element of the state. Any correct understanding of the state and its problems from within, and how to understand the other party from the outside, must take into account statistics, vital data, and the comprehensive social engineering structure. This ensures a comprehensive understanding of the state and that analyses and results are based on accurate facts. This information and data have become, and continue to be, the most important weapon for states seeking to control peoples and governments, especially in the age of digital technology and globalized media.

The latter, which is considered the most effective means of achieving geostrategic goals, is largely concerned with studying the natural and social composition of the population to understand what is related to the structural composition of the human entity in political units, and in realizing what may be built on that of harmony or dissonance within the unit itself. The geographer may not be able to explain the problems that are due to the lack of harmony except by understanding it and the conclusions he reaches, (Gokmen, 2010, p. 16) which help him in embodying the extent of the solidity of the social fabric, such as understanding the situation of minorities or the problems of cracks in the national cohesion and issues of racial discrimination within it. All of this will clearly answer the extent of the solidity of loyalty to the homeland, society and the collective identity.

Likewise, geopolitics also focuses on economics, by controlling the ways of mutual influence and interaction between politics and society. In addition to being familiar with data about the economic strength of a state in terms of its natural resources, workforce, production rate, and all other factors shaping its economy, it also studies the culture, behavior, and beliefs of consumers by examining strengths and weaknesses, potential opportunities, and threats from their most accurate sources, and what they dictate about the political direction that the state follows in its dealings with other countries. The impact of the overlap of geopolitics and economics on society is evident in how politics dictates and how intellectual products are marketed before tangible goods to the target group, through intense competition at the level of the global media system, the most intense of which is the globalized media that seeks to engineer societies by transforming their beliefs and their own consumer cultures, This is what Herbert Irving Schiller pointed out in his book: (Schiller, 1999). From all of this, objective consistency is achieved between geopolitics and societal problems, and the research gains the most important variables that play a role in the world of politics and the resulting cases of building or difragmentating states from within. (Gilles, 2013, p. 1015)

2. Mediocracy is a “geopolitical” factor:

Yves Lacoste (French School) set his mission to advance geopolitics with the most up-to-date standards of the information society, while the greatest importance among the information systems that leave their impact on geopolitical processes is possessed by the mass media.

Television is one of them in particular. In the contemporary world, it is not the structural-rational method that dominates, but rather the “personality” (image). Political, ideological, and geopolitical theories are formulated by a large part of society, in an exceptional manner, on the basis of television broadcast media programs, and “the average personal image represents a complex structure in which several visions are concentrated at once - ethnic, cultural, ideological and political, and the structural quality of the image” brings it closer to that (Dugin, 2004, p. 175). Characteristics adopted by geopolitics in a traditional way. At its core, it carries a set of goals composed in a media report broadcast from a hotspot, presenting in very short time-length, the geographical, historical, religious, economic, cultural and ethnic picture of the region. It must also distribute its points of focus according to the given political goal in a specific and precise manner.

Accordingly, the function of the media person approaches that of the geopolitician. In contemporary society, the media does not play the auxiliary role that it had in the past. Rather, it becomes the most powerful independent geopolitical factor capable of having a strong influence on the historical destinies of peoples and political systems. (Dugin, 2004, p. 176).

2. Identity, society and societal security from the media perspective:

Societal identity and security emerged in the literature of international relations, specifically of security studies in the post-Cold War (Uzun, 2023, p. 1360), Societal security is considered one of the most important elements of research programs in contemporary security studies. It has transcended traditional visions that consider society merely a sector affiliated with state security as an independent entity in its own right and a subject of reference for security.

Society is not meant by its structure or organization as much as attention is focused on its identity, as The focus in security studies has become on a dual understanding of security that combines state security, which revolves around sovereignty, and societal security related to identity. Survival for any state can be summed up in its protection of its sovereignty, the cohesion of its society, its culture, and its values, which are vulnerable to being affected, while the survival of society lies primarily in protecting its identity. This is what is being worked on. On the other hand, Wendt (constructivism) believes that identity, culture, and ideas have an important role in understanding and analyzing the phenomena of international politics in general. He also believes that identities refer to who “we” are and who “others are,” and that interests refer to “what they do.” Interests mean the needs and desires that states seek to achieve. (Mengshu, 2020)

Rayond Hannebusch (Hinnebusch, 2020, pp. 138-154) believes that constructivist theory is the best way to explain the conflicts taking place in the Middle East region, because these countries are still going through the stage of state building and the stage of building national identity. It suffers from an identity crisis and a crisis of national integration, and this certainly reflects that the state is excessive in strengthening its societal security and the weakness of its will to devote cultural, social and political upbringing through its official and unofficial institutions, the most important of which is the media and its various means.

This has created the possibility of cultural penetration into societies, and may thus bring about dangerous security transformations that may lead to the dismantling of societal unity and integration (Kaul, 2012, p. 343), shifting its allegiance either to state models or leaving it without a stable identity and cultural source. This is what is happening in the Arab nation, for example, due to processes that were established by French and British colonialism there, which worked and is still working to dismantle and divide this region and plan its borders by focusing on weakening the ethnic and religious identities, local cultures, and the specificity of this region. (Ouadi, 2018, p. 292)

Thus, state institutions are supposed to strive to maintain security stability and protect society from various potential risks that threaten its cohesion and unity. To achieve this goal, efforts must be unified and full coordination between all state institutions, and the security media is considered one

of the important media mechanisms in society that requires Performing its sensitive tasks with precision and credibility, as coordination between the security services and the media is a priority to help protect society from any external intrusions. (Helmy, 2013, p. 132)

Media has become an important tool in the art of governance in the contemporary world. It is the "fourth Authority" that helps promote the interests, goals and objectives of the state. Since the dawn of the information revolution and the use of the media to "achieve war goals by other means," the media has become an important element in creating/building opinion, creating heroes and villains, and creating monsters and enemies. The changes that the world is witnessing due to the pressure of globalization have also affected the structure, composition, and stability of societies (Tarif, 2022, p. 436), and have become Technologies serve as the source from which children and adults draw their ideas and information, and they occupy a greater part of their time and thus replace the roles of socialization institutions such as the school and the family. Thus, the media has begun to exercise one of the most important social roles represented in the socialization process.

The free flow of information is nothing more than a means to reinforce the silence of the majority of families who resort to sports and entertainment programs, which are considered a form of falsifying awareness of reality instead of motivating them to understand reality correctly and work to change it for the better. (Thamer, 2011, p. 11)

The globalized media is considered one of the main features of this era seeks cultural expansion by eliminating the privacy of peoples and individuals and dissolving their acquired values by presenting similar content in different geographical regions, and striving to cross cultural and political borders, to reduce feelings of belonging to a specific culture. This has become used to expand the scope of the liberal capitalist style at the global level and to market it through the content presented in the media in various fields. (Badisi, 2018, p. 485)

This is what the German scholar Friedrich Ratzel stated in his seven laws of expansion, where he stated in his first law that the state expands as its culture expands. Therefore, The more the population spreads and expands with it their culture, the more the geographical area of the land on which they spread expands in favor of the area of their country. Hence the danger of media globalization becomes clear, hence the danger of globalized media becomes clear, as the state controlling it seeks cultural hegemony in order to dominate the world and expand at the expense of other countries.

3. The danger of media globalization:

Globalized media refers to the unity of media content, which allows for pluralism, diversity, and a greater audience, it also works to erode the traditional borders of the state considering that it seeks to spread globalization and reduce the importance of identity and the spirit of belonging to the homeland, those who control globalization seek to formulate a universal culture that covers all aspects of human activity with the aim of creating a "programmed global citizen" who believes in the ideology of the global market and has unified production ideas. (Thamer, 2011, p. 12)

Malik Bennabi says: "Colonialism does not dispose of our social energy except because it studied our psychological conditions in depth and realized our weaknesses, so we mocked them for what they wanted, like guided missiles, he strikes whomever he wants. We do not imagine to what extent he deceives in order to make us mouthpieces with which he speaks and pens with which he writes, that he subjugates us and our pens for his purposes, that he subjugates us to him, with his knowledge and our ignorance. The truth is that we have not studied colonialism in a real scientific study as it studied and us, until he began to act in some of our national positions, and even religious, in terms of whether we feel or do not feel..." (Bennabi, 1986, p. 155)

The impact of Western colonialism is clearly visible in terms of how it affects society, especially in terms of the ideas and thoughts that are marketed through the media. It is a war of a different kind. It works to direct strong blows at the core of society's culture, and this is due to the ease of penetrating society, which does not have any forces or shield to repel the intrusions of Western thought, and with the individual and groups becoming saturated with this Western culture.

Herbert says "Mind Manipulators" (Schiller, 1999, p. 152) : One measure of a nation's loss of control over its media (in addition to the obvious loss through foreign ownership) is the degree to

which foreign advertising agencies have penetrated the country's marketing mechanisms. Such penetration also marks fundamental changes in the country's value and cultural environment. It indicates a communication structure that increasingly transmits and reinforces attitudes that are compatible with the demands of Commodity production for multinational corporations that are under the new world order.

Joseph Nye highlighted the emergence and importance of soft power, stressing that the concept of power was rapidly changing in global politics and international relations. He defined soft power as the ability to get the result one wants through attraction and persuasion rather than coercion (Nye, 2016, p. 155). The concept itself emerged with the development of information technology, neoliberal theory and globalization in international relations, and deeply intertwined communication as an ideal tool. He argued that the forms of power do not lie in resources. But in the ability to change the behavior of countries and peoples.

4. New roles of information and communication technologies:

The development of information and communication technologies has brought about great changes as a result of its wide applications, including the spread of industry and the expansion of cities at the expense of the countryside, which led to the emergence of an urban social lifestyle instead of the rural one, and this resulted in several changes, including an increase in women's employment rates, in contrast to a decrease in the percentage of women staying at home and doing household duties, as well as a decrease in the employment rate of men, which led to an imbalance in the natural social system of humans (Jeddou and Harzallah, 2017, p. 27). This is the result of the biased, persistent and persistent media efforts directed at women, and this is what brought about profound changes in the family system and led to the occurrence of many problems, such as a high rate of divorce, homelessness of children, and high rates of crime of all kinds, because it was the result of destabilizing family psychological security.

5. Challenges of globalized media:

Globalized media is a key feature of this era, seeking cultural expansion targeting eliminating the privacy of peoples and individuals and dissolving their acquired values by presenting similar content across different geographic regions. It seeks also to transcend sociocultural and political boundaries to weaken feelings of belonging (Badisi b., 2018, p. 485). This has become used to expand the scope of the liberal capitalist model on a global level and spread it through the content presented in its various fields, thus, by weakening the feelings of belonging of individuals and groups to their nation, which will necessarily lead to weakening their loyalty, and as a result, a set of phenomena will undoubtedly appear, of which two of the most dangerous phenomena can be mentioned:

The first, is weakening the target society's readiness to defend national unity, making it easy to penetrate and control (ex: case of Sudan). The second is the possibility of fragmenting the societal fabric and forming disparate groups within one society (ex: case of Iraq, Syria..ect), the severity of its threats varying according to their new beliefs and loyalties.

In addition, the new technologies of globalized media, communication and information have imposed several potentially serious challenges, the most important of which are:

- Technical and human challenges: These technologies can be used and exploited to organize terrorist groups and organized crime groups across national and international borders. In addition to that, There is a major shortage at the leadership and technical levels due to the lack of qualifications and the migration of scientists, which makes dealing with these new technologies difficult and a major challenge, and sometimes they become a loophole that the enemy exploits to penetrate and achieve interests of various dimensions.

- Cultural and privacy information security challenges: Security threats in the era of globalization require security fortification and social participation to form a culture that protects society from cultural and intellectual penetration and preserves its values and beliefs. Also to the threat of exploiting sensitive and confidential personal information and intellectual property: Information theft and cybercrimes negatively affect individuals, such as the theft of their credit cards, and also affect institutions, such as the leaking of sensitive and confidential information.

- Threatening from distance: The advantage of new security threats is that they can be planned, organized, and implemented from distance, and that they are transcontinental threats, in addition to the ease of concealment by actors and their low material costs in exchange for the accurate results they achieve.

- Most Western governments use the media to promote their political and ideological visions, and focus on distorting ideas and ideologies that they classify as opposition. It is noted that the propaganda campaign is specifically directed to the Islamic nation in implementation of the process of media confrontation with what is known as the clash of civilizations. (Malli, 2010, p. 460)

6. The cultural impact of the media on society:

The world is moving toward a unicultural model in light of globalization, as globalization works to make values unified among people, in food, clothing, family relations, and in everything related to human life (Fernani, 2019, p. 245). The emergence of this type of values is due to the weakness of the traditional value system as it is unable to resist the influence of the globalized cultural invasion; due to the weak protection. Also due to the weak transmission of values from previous generations to new and future generations, through institutions concerned with socialization, as well as the emergence of relational drought, which absented several important values in societies, such as family ties, honoring parents, and everything related to the family.

Cultural identity is the constant and common amount of general characteristics that distinguish a nation's civilization from other civilizations, and which gives the national personality a character that distinguishes it from other personalities. It is the basic link that connects a person to the soil of his homeland. Through this concept, it can be said that globalization is the opposite of special cultural identity, because it seeks to strip the individual of his values from the society to which he belongs and to make the world a small village without any special cultural affiliation or identity. (Al-Bakri, 2009, p. 379)

Youth have become more exposed to contradictory thoughts and globalized information, which has affected the determination of their choices and needs, which has made them derive their behaviors, way of thinking, and lifestyle from the media. Imitation of the Western lifestyle has become strongly prevalent, and this is due to the density of information and the abundance of various means of communication technology, which are destined to enter homes in a seamless manner and influence the concepts, tastes, behaviors and lifestyle of individuals, it was able to achieve great successes, especially in light of the continued weakening of cultural integration that most societies are experiencing (Abu Al-Kas, 2014, p. 29), this is embodied in the dubbed series programmed on television channels, which spread corrupt ideas and immoral behaviors as a current and ongoing situation, such as encouraging forbidden relationships between men and women, showing immoral scenes, in addition to encouraging women to rebel and impose their views on their husbands. Encouraging the acceptance of illegitimate values.

The Internet is one of the means of social communication that provides cross-border cultural belts. Thus, it does not contribute to the social normalization of the individual in his immediate surroundings, nor does it contribute to benefiting from local culture, nor to developing a sense of belonging among members of one society who are linked by common characteristics such as values, culture, language, etc. Rather, it leads him to other thoughts outside his society. Here the individual becomes a stranger to his society, losing his identity and beliefs. (Ait Issa, 2016, p. 9)

7. The geopolitical impact of globalized media on societal values:

Walter Lippmann says that security is: "a nation is secure to the extent to which it is not in danger of having to sacrifice core values, if it wishes to avoid war, and is able, if challenge, to maintain them by such victory in such a war" (Ayoob, 1984, p. 42).

The strength and weakness of societies is determined by their value, moral and intellectual gains. They are the foundations and behavioral guidelines upon which the progress and advancement of societies is built, including social, linguistic, moral and religious thoughts and skills. These values form the main axes of society's culture that reflects the patterns of human behavior practiced in it. Media has a significant role and has a major impact on society and on building concepts, morals and values in it, therefore, The ideology of cultural penetration is based on

spreading and perpetuating a number of illusions that leave societies living in a kind of deceived confidence, which can be summarized in the following five illusions:

- **Illusion of individuality:** that is, the individual's belief that the reality of his existence is limited to his individuality and that everything else is foreign to him and does not concern him, this illusion works to destroy the collective bond that makes the individual realize that his existence lies in his being a member of a social group and a nation; Therefore this illusion of individualism aims to abolish collective, and national identity, and every other collective framework, so that the global cultural framework become the only one that exists.

- **Illusion of personal choice:** It complements to the first illusion, in the name of personal freedom, it perpetuates selfish tendencies and works to obliterate the collective spirit, whether it is in the form of cultural awareness, national awareness, or human feeling.

- **Illusion of neutrality:** to push things another step in the same direction. As long as the individual alone exists and as long as he is free, he is neutral, and all people and things towards him are neutral or should be so. Thus, this ideology works, through the illusion of neutrality, to perpetuate the dissolution of all commitment and connection to any issue.

- **Belief in unchanging human nature:** It aims to divert attention from seeing the differences between injustice and justice, between truth and falsehood, between the exploited and those who are victims of exploitation and accept them as natural things, and thus paralyze the spirit of resistance in the individual and the group.

8- Belief in the absence of social conflict:

It is the clear culmination of previous illusions. The absence of social conflict means that if it accepted and acknowledged it, they will accept to be surrendered to the exploiting parties, especially the globalized media, which engineer the normalization to embody hegemony by surrender to the process of cultural subordination, which results in the loss of The feeling of belonging to a "homeland", a nation or a state, thus emptying cultural identity of all content.

Rudolf Klein says that the state is a rational being with moral and mental ability. The state, in its expansion and pursuit of power, employs the civilizational techniques it possesses to reach the desired goals. He agreed with Ratzel that the ultimate goal of a state's growth is to achieve power, and in its quest to achieve power, it must seek the help of civilizational and cultural progress. He decided that the state consists of five members: the government, population, social conditions, natural and economic components, and that the most important element in it is power. Among the principles on which natural law is based is the "inevitability of biological growth of states," which will lead to friction between one state and another, generating conflict that only ends with the end of the weaker state. Here comes the role of the media, which represents a civilizational and cultural weapon to influence others, as the soft power of states is clearly demonstrated, through their cognitive power and their use of technology to influence and extend influence culturally, intellectually, religiously, and morally. (Ferhati, 2021, p. 68)

9. Geopolitics of media and language:

Barry Buzan defines societal security as continuity under acceptable conditions for development (Buzan, 1983, p. 30), traditional patterns of language and culture, as well as national identity, as well as the religious practices of a community, Ole Weaver defines it as (the ability of a community to protect its identity in the face of latent or real threats) (Saleh, 2010, p. 231). Language represents the soul of the nation and the most important component of its identity, personality and unity, and the container that preserves its culture and heritage, in addition to being the means of transmitting ideas, traditions and experiences across successive generations, is the main gateway to undermining the nation's culture and identity. It has become a predicament in the new globalized media, which is the interface that reflects the various cultural and value interactions in our society.

10- The geopolitical influence of media in religious upbringing

Malik Bennabi says about society that it is: a gathering of individuals with similar customs, who live under the same laws, and who have common interests among themselves (Bennabi, 1986, p. 15). He also says that society is linked by customs, cultures, and religious values that unite it and make it a cohesive society, and one of the most important of these features is religion. The media is

considered one of the basic means that contribute directly or indirectly to the process of religious upbringing, it has contributed to developing religious awareness among members of society, due to the importance of religion in social life. It also works to perpetuating faith, and preserve it from deviations and suspicions within societies.

But the media is a double-edged sword. With regard to the doctrinal component of Islamic identity, it is greatly harmed by those volatile news and biased media programs, clear and intentional distortion of the Islamic religion, its beliefs and culture. Which leads to destabilizing the faith of Muslim youth, questioning its credibility and validity and diminishing its value, it works to create a bleak image in their minds of the two most important components of identity, which are religion and heritage (Mahdad, 2017). This leads to self-contempt and humiliation, and young people estranging themselves from the components of their identity and associating with other groups that carry different and distinct cultures, interacting with them and adopting the components of their identity, and taking them as reference groups in culture and behavior, from which they derive their values, and exchange sympathy and support with them. This gives him another alternative identity, which finds no support in his social environment (Badisi, 2018, p. 487).

11. Geopolitics of media and family distancing:

Several studies conducted regarding the impact of geopolitics of media on social ties have proven that globalized media, especially modern ones, have several negatives on family cohesion:

- Loss of direct social contact, the emergence of broken families and the unlimited expansion of relationships, also the declining on family communication degree, which created a destabilization in the process of individuals' interaction with their families and relatives, which posed a threat to the strength of family cohesion and solidarity, leading to many psychological and social problems.

- Misuse of social networking sites threatens family stability and tears the bonds of communication between family members, in addition to the emotional coldness and an increased degree of nervousness in how family members deal with each other, which results in an exacerbation of disputes and problems. (Al Nasser, 2019, p. 260)

- High divorce rates due to the intensity of media messages encouraging family discord, through defamatory films, series, and advertisements, especially directed at women, in addition to the immaturity of some of those dealing with them, also increasing psychological alienation impact among young people which cause social isolation.

Modern media has allowed the importation of models of behavior that are inconsistent with the religious and social culture of societies, especially for Islamic nation, as it has paved the way for building relationships between the sexes in a way that conflicts with the acquired societal values and norms.

12- Between classical and new-popular diplomacy:

Classical diplomacy is considered the formal means used by governments and representatives of nations to communicate and negotiate with each other. It is also called diplomacy of the elites, as for popular diplomacy, it depends on the methods used by countries or international organizations to communicate directly with citizens in various societies through information exchange to achieve foreign geopolitical agenda goals, Such as targeting/stirring up public opinion on internal issues as a tool of fifth generation warfare. It is also based on dealings between governments, and with technological development and the massive revolution in means of communication, countries are trying to establish direct relations with peoples, and this is called popular diplomacy. (Hideche, 2024, p. 7)

Public diplomacy is the practice of engaging with foreign audiences to strengthen ties (CPD, 2022). It takes many forms that distinguish it in the modern era from traditional diplomacy. Among its forms is a focus on building direct communication channels with individuals and groups through social and psychological media diplomacy strategies. As many countries adopt these forms to achieve a positive impact on public opinion locally, regionally, or globally. These forms take a set of strategies, including behaviors adopted by countries toward their own peoples or the governments and peoples of targeted countries.

13. Globalized media in the context of fifth generation wars:

Many strategists consider fifth-generation warfare an extension of asymmetric warfare, but more sophisticated and lethal. They are called non-kinetic hybrid warfare (Bourouhiya, 2024, p. 2), a combination of all conventional and unconventional warfare methods, in keeping with information and communications technology. Hames describes it as network and aircraft warfare, as information networks provide essential data on the means necessary to carry out terrorist or sabotage operations of all kinds, including violence, coercion, and criminality, embodying the strategy of creative chaos. (Zamam, 2022, p. 1003).

The fifth-generation warfare - Entitled "A War to Conquer Minds Before Conquering Lands" - is defined as an extension of asymmetric and insurgent warfare, where the enemy uses all means, both conventional and unconventional tactics, including political, religious, and social issues. It can be carried out by an organization or groups, formal or informal, aiming to disrupt and defeat the opponent without direct confrontation, while causing the greatest possible damage. Accordingly, its rely exceptionally on the media and the information revolution. They play a key role in the process of engineering and penetrating societies. It is considered the easiest means of addressing societies and promoting economic, political, social, and ideological concepts. These concepts are used by major powers to usurp identity and values, and to disseminate false ideas, cultures, and beliefs, which often contradict the history, beliefs, and acquired values of nations. These ideas are then disseminated according to the time and place they desire, and they portray an image that serves the objectives of war, which leads to falsification of consciousness and corruption of minds, it is war of perception and awareness.

Given that fifth-generation warfare focuses on the media, which often aims to shape opinion, and this is considered one of its most dangerous tasks, it seeks to shape the opinion of the future, based on its discourse and its objectives. The role of the media is not limited to political discourse, but extends beyond that to include cultural, artistic, and social discourse. Herein lies its danger in shaping and directing the opinions and convictions of individuals and societies. The American sociologist, C. Wright Mills, (Al-Zuwaini, 2015, pp. 19-20) stated that our knowledge of the social realities of the world is very limited, and that most of the perceptions and imaginations in our minds about the world are conveyed to us through the media, to the point that we don't believe what is happening around us until we see it on television or hear about it on the radio. Consequently, the media not only provides us with information, but also directs our experiences. The phases of media war can be explained through the following stages:

A. Various data about society are collected: through social media and other media outlets to understand the beliefs, orientations, and opinions of individual and groups in society, etc., to measure the degree of attachment to thier culture and identity, the nature of relationship with thier leaders, the strength of thier patriotism. A comprehensive study is then prepared to identify strengths, weaknesses, opportunities, and threats in geopolitical study framework.

B. Data filtering and results measurement phase: After filtering the collected data and measuring the results, involves developing a strategic plan that targets the community's easily controlled weaknesses and directing tactics that target its strengths by sowing doubt and suspicion to undermine trust between the ruler and the ruled, and between societal groups (racial, ethnic, etc.) by spreading false, malicious rumors and inciting discord among different segments of society, creating initial societal rifts. (Ali, 2019, p. 8) Simultaneously, fake models are created using artificial intelligence that mimics (in language, imagery, and connotation) a real model with fake statements aimed at polarizing society's emotions and psychologically preparing it to redirect convictions and public opinion.

C. The stage of distorting national symbols and models: By omitting their mention in the media, or attempting to distort their image (putting the correct model/symbol in the wrong mold) to weaken the desire of society, especially the youth, to linked with and imitate them. This also goes hand in hand with attempts to undermine the educational system of the targeted society, by hollowing out the educational curricula that build the civilization of society and preserve its history,

values, and memories, into a set of curricula that are in line with the imaginary models approved by the hyped media organization. thus, What leads to weakening their loyalties.

D. Recruitment and formation phase: After analyzing the data and measuring the ongoing results, the target community is divided into categories based on the nature of their personal data, including (gender, age, location, level of awareness and perception, level of loyalty to the homeland, attachment to values and identity, etc.), and then they are linked to the objectives expected to be achieved in the arena of planned operations (organized crime groups, terrorist groups, separatists, advocates of sabotage, etc.). Communication with them takes place in a real, direct and indirect manner via social media platforms and other media messages, in addition to virtual groups using artificial intelligence, which directs the actions with precise monitoring.

E. The Justification stage: Involves strengthening groups (real or fake) by intensifying targeted activity via the internet and various media outlets, highlighting the need to express growing concern about a particular phenomenon and fear of a bleak future. It also creates subconscious stereotypes about the need to change the situation to control it and restore normalcy.

F. Implementation phase: the support of the masses who agree and are convinced of the necessity of the (fake) change is mobilized and gathered. The opposition group, unaffected by the media messages, is marginalized and portrayed as traitors, enemies, or the like, after that exaggerating events and gaining public sympathy while misleading about reality and turning it against the ruling regime.

G. Consequences: Through which the planned geopolitical goal is implemented and efforts are made to maintain the community's anesthesia on the basis of a return to normal life after the dispersion of awareness, the shifting of loyalty, and the weakening of the community's common values. Thus, the nation has been penetrated and controlled.

14- Confronting the invasion of globalized media:

Media is being used in ways that threaten the cultural and value security of nations if the messages being directed are not controlled. Given the achievements of modern communication technologies under globalization, which have eliminated cultural value restrictions, and borders in their conventional sense.

Given the achievements of modern communication technologies under globalization, which have eliminated cultural value restrictions and traditionally defined borders, increased awareness of the flow of information and ideas, and breached geographical, political, and media boundaries, as well as the engineering of societies, these technologies have posed significant challenges to the nation's national security. They have become a tool that assists the West in spreading destructive ideas, inciting violence and hatred, spreading rumors, fomenting chaos and unrest, influencing political awareness, and misleading public opinion. This is what can be called the thorny and dangerous role of the media.

If all political, social and security theories agree on the growing role of media, especially with the digital revolution in this era, it is necessary to work to maximize the benefits of the opportunities provided by these media, as they are the most important tools for political education and shaping awareness among children and youth. At the same time, it is necessary to regulate and control it so that it does not become a space for the dissemination of extremist and violent ideology or spreading rumors that threaten the security and stability of societies. There are many proposals that can contribute to this, perhaps the most prominent of which are:

➤ Developing a security media strategy and establish a robust and advanced security media system with scientific foundations, managed by diverse specialists.

➤ Strengthening the educational and scientific system at all levels, and supporting programs with everything possible to strengthen the emotional bond with the homeland, alongside local media programs.

➤ Developing social media platforms with a focus on meeting people's needs, enhancing cooperation and cultural communication between countries and their peoples, fulfilling their hopes and aspirations, and ensuring the protection of their values and culture.

- Observing and analyzing what is presented by various media outlets, trying to identify negative trends and behaviors of community, and conducting surveys to analyze it.
- Developing a sense of full responsibility among the media, society, and security agencies, protecting society from social ills and dangers, and consolidating the concepts of community, institutional, and media cooperation to preserve societal values and collective identity.
- Providing ongoing media campaigns to confront negative phenomena in the security field and protect members of society from falling victim to them by instilling security awareness among members of society.
- Developing and enhancing joint action with countries with common interests in protecting the privacy and identities of their peoples (such as the countries of the Islamic world).

Discussion:

The paper highlighted the role of globalized media and its risks, particularly in light of technological developments that have created new dimensions of warfare. These developments have shifted from the traditional method of direct confrontation to indirect warfare aimed at destabilizing societies, dismantling them internally, destroying their values, culture, and identity, and fragmenting their societal ties through the presence of racial, ethnic, and linguistic roots. This argument is entirely consistent with the explanation of the strategies of cultural expansion established by Friedrich Ratzel, who recognized that the expansion of a state's power is achieved through the expansion of its culture. Therefore, states controlling global media technologies have directed the course of traditional warfare toward the weapon of media content. This is consistent with Herbert Irving Schiller's book, "Mind Manipulators," which explains propaganda and deception as a tool for suppressing and subjugating internal and external audiences to the opinion of the minority that controls public opinion, guiding it in the direction desired by the "globalized media" through a method involving camouflage and manipulation.

As a result, this often leads to a state of fanaticism and societal tension, allowing for the incitement of strife and the exploitation of ideological, ethnic, or other trends, as well as the exploitation of the status quo or plans to exacerbate it. This aligns with what Malek Bennabi discussed in his book "The Problem of Renaissance," regarding strategies for liberating societies' minds from the impasse of backwardness and dependency imposed upon them since the colonial era. This leads to a shift in loyalties by penetrating the human mind through social engineering and psychological warfare, leading to social, security, political, and economic collapse without mobilizing a single soldier or taking to the battlefield. This makes this type of war more deadly, more ferocious, and more dangerous to the security of peoples and nations.

Conclusion

From the above, it can be concluded that the media - If the state is unable to contain it scientifically and technically - is being used in a way that threatens its security and stability. Given what globalized media has achieved in terms of eliminating restrictions, conventional geographical borders and censorship of the movement of information and thought transmission, and engineering societies. It has imposed serious challenges on the societal security of nations, as it has turned into a instrument that helps the powers that aspire to the global domination to support spread destructive ideas, incite violence and hatred, spread rumors, stir up chaos, influence political awareness and mislead public opinion. This is what can be called the thorny and dangerous roles of the media.

If all modern communication and media theories agree on the growing role of globalized media, especially with the digital revolution that the world is experiencing nowadays, it is important to work to maximize the benefit from the opportunities provided by these means, especially the modern ones, as they are the most important tools for cultural and political upbringing and shaping awareness among young people, and at the same time it is necessary to control and organize them so that they do not turn into a space for spreading extremist thought and violence or spreading rumors that threaten the security and stability of societies.

The most important security-geopolitical threats' that globalized media can produce and that societies and nations face can be summarized as follows:

➤ The dissolution of the sovereignty of the national media, including the sovereignty of the state, in light of the activation of modern geopolitical concepts and the emergence of new divisions in the world geography.

➤ Developing countries rely mainly on news content, dialogue, advertisements, and Western drama programs, and this leads to facilitating the media invasion of the center countries that cannot provide media shield that protects it from the arrows of the globalized ideas.

➤ Downplaying positive achievements and focusing on negative aspects, by giving a biased reading of legitimate events and facts and distort it. It is also focusing on misleading the collective awareness, such as description of Palestine is a disputed region, instead of the fact that they consider it a state occupied by the Israeli-Zionist entity and with the support of many Western countries, most notably the United States, as well as describing attempts to Distortion of the Islamic religion through the process of religious renewal and terrorism. (Sharqi Sabrina, 2020, p. 563)

➤ Creating a state of cultural alienation due to the difference in cultures and weakening local culture, especially by receiving contents of violence, horror, and moral decadence (Badisi, 2018, p. 86)

➤ Promoting the culture of consumption produced by liberal capitalism, including ideas, clothes, food and drinks, and spreading the culture of permissibility of prohibited products and the resulting permissibility of corruption and moral decay in societies, and trying to simplify the idea of permissibility of prohibited things into well-constructed scientific engineering, such as movies, series, etc., or scientific documentaries that claim to address social phenomena.

➤ Striving to discredit the nation's symbols so that no member of society can emulate them, and ignoring the biographies and of prominent leaders and figures in the community of belonging. (Al-Hazmi, 2021, p. 11)

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