

BOOK REVIEWS

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REVIEW OF THE MONOGRAPH: V. I. TERESHCHUK "POLITICAL PROBLEMS OF THE DEVELOPMENT OF THE GLOBAL MEDIA SYSTEM IN THE POST-BIPOLAR PERIOD"¹

Global changes that have been taking place over decades are not the least the consequence of communications' globalization, conditioned by the emergence of cross-border mass communication channels. At the present time, impartial study of the problems of international systems and global development is impossible without the analysis of information factors affecting the agenda of world politics. This is primarily determined by two factors. Firstly, the proper development of the information sector and access to information and knowledge are recognized as one of the key components of sustainable development both for individual countries and regions and for the world in general. Accordingly, the information space, in particular, the media, has become the subject of attention and cooperation between state and non-state actors of international relations, as well as the object of efforts of various international structures, including the United Nations. Secondly, the mass media became a significant driver that determines the actual directions of the world and national politics, and the media became an integral component of soft power, an element of the toolkit for promoting national interests.

The explication of peculiarities of the global media system's development requires the involvement of the analytical potential of both political and communication studies. And the monograph of Vitaliy Tereshchuk has become one of the first works in domestic science, which implements the interdisciplinary approach to the study of global communication problems. The author's intention and purposes have determined the well-balanced and logical structure of the monograph, which allowed to comprehensively explore such a complex and multidimensional phenomenon as the global media system.

The first section of the monograph identifies the political component of the functioning and development of the global media system. The author shows the place in political discourse that belongs to the problem of media space, and proves that the post-bipolar era has become the period of rapid changes in the system of global communications, primarily because of the spread of cross-border television and the emergence of "World Wide Web". The author argues that this mass communication channels have radically changed the international media landscape, and the development of this space has attracted the attention of key international institutions.

The consideration of this problem is gradually carried out at different levels - from global to regional (second section); this approach enabled the author to identify the peculiarities of the development of regional media subsystems and to define the key factors determining their integrity and connections with the global media system. In particular, the author showed that the core of emergence and functioning of all regional media systems is the presence of political integration processes or cultural (in particular, linguistic and religious) unity, and in the absence of both of these factors, the attempts to create such systems are unsuccessful. The author proved this fact on the example of the African region.

In the third section, the research attention is focused on the role of the global media space in the processes of political communication. The author's assertions that in the post-bipolar world mass communications have a critically important role in foreign policy meet no objections. The example of leading actors of international relations (the United States, Great Britain, France, Germany, China, and Russia) shows a wide range of forms and methods of using media potential to promote foreign policy interests. The author's attempt to simulate the implementation system of the media component of public diplomacy draws special attention. Also, the author did not ignore the impact of the Internet as a cross-

¹ Терещук, В. І. (2019). *Політичні проблеми розвитку глобальної медійної системи в постбіполярний період*. Київ: Таксон.

border mass communication channel on diplomatic practice, having analyzed the modern forms and methods of using this communication platform.

In our opinion, the final (fourth) section of the monograph is of particular value, as it comprehensively shows the history and current state of the processes of Ukraine's entry into the global media system. Among other things, the institutional and normative dimensions of these processes have been disclosed, and it has been proved that till 2014 the state information policy in this area had not had any purposeful agenda relevant to the national interests. Instead, the systemic activity that took place after the "Revolution of Dignity" (creation of the International Broadcasting Multimedia Platform of Ukraine, the formulation of clear imperatives to ensure Ukraine's presence in the global information space and counteracting negative influences, in particular, from Russian Federation, strengthening the role of public diplomacy in foreign policy), and also the emergence of a number of powerful non-state-owned Internet projects created to counteract Russian propaganda, allows us to hope that the media vector will finally take its place in the state strategic communications of Ukraine.

Conclusions and positions substantiated in the monograph are of considerable scientific interest. Their urgency and novelty are determined, first of all, by the dynamism of the processes of development of global and regional media systems, as their homeostasis to a large extent depends on the current activity of individual actors of international relations, which, as confidently proved by numerous examples in the work of the author, can produce not only integrating but as well destabilizing effect in the context of functioning of these systems.

The list of references makes it possible to be aware of the information space of the problem, in particular, of the existing academic and political discourses of the global, regional and national levels.

Giving a general positive assessment of the monograph, attention should be paid to certain gaps, which may include not deep enough analysis of international documents in the area of regulation of the cross-border flow of information, as well as the lack of access to such an important discourse as the ethical issues of the activities of media organizations, to name a few. However, it should be emphasized that these imperfections of the monograph do not reduce its scientific value.

In view of the above, we note that the monograph "Political Problems of the Development of the Global Media System in the Post-Bipolar Period" of Vitaliy Tereshchuk is an original independent scientific work with theoretical and practical value for national academic thought and practice in the field of state strategic communications.