MANAGING MEDIA DATA FLOWS ON A GLOBAL SCALE

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Annotation: Using the example of foreign countries, this article reveals the basic rules for managing information flows, political and legal models for managing media images and video devices on a global scale, the role of information flows in maintaining public order, the concept of the global information space, and some practical recommendations for further improving the legal regulation of international information.

Keywords: information flow, Legal Regulation, National Experience, media, political process.

In recent years, we have unfortunately not paid enough attention to the strategic development of aerospace technologies, particularly through the integration of satellite systems into leading sectors of our economy. To foster the advancement of this vital sector—one that is both a key factor and condition for modern development—we must create national space infrastructure through public-private partnerships and by attracting foreign investors to implement projects in this domain.

"It is necessary to enhance and strengthen the capabilities of research institutions involved in this field. Additionally, we must establish a dedicated state agency to systematically address the tasks associated with the development of aerospace activities," emphasized Shavkat Mirziyoyev, President of Uzbekistan, in his address to the Oliy Majlis.

The emergence of satellite telecommunications, the creation of global information infrastructure, the development of high-speed data transmission channels, and other achievements of scientific and technological progress have led to the rapid advancement of information and telecommunication technologies. It is fair to say that this process has significantly transformed mass media (media outlets), altering not only their structure but also their operation and role in political processes. Considering the future prospects of media development without understanding the benefits of the latest technologies or identifying new challenges—such as political and legal issues—seems unimaginable.

The processes occurring in the internet-based global information infrastructure significantly influence international information exchange. This, in turn, creates new

opportunities to analyze and comprehend the development concept of international journalism. The study of national models for managing information flows has generated scientific interest, providing deeper insights into the dynamics of regional, national, and global community development. The diverse and rich experiences of certain countries can further enhance theoretical and practical interest in this field. Some methods and forms of societal informatization tested in other nations might also be applicable under our conditions.

The globalization of the information space has provided significant opportunities for journalism to adapt more flexibly to socio-political relationships. International legal regulations have played an important role in these changes. The development of interactive communication and live dialogue between recipients and media has facilitated the dissemination of various types of information in society. However, it is also evident that states and transnational corporations are increasingly attempting to take control over media.

The method of content analysis enables us to characterize the role of political institutions and relationships in shaping civil society and advancing scientific and technological progress through materials from the global press and several official documents. Despite the end of World War II, the battles of that era remain fresh in memory. During this time, leaders of Allied powers began contemplating a new world order post-war. This led to significant steps, including the United States' "Pax Americana" initiative, which describes its military and economic dominance over other states.

A notable example was the Marshall Plan, under which $13 billion was invested in rebuilding Western Europe's economy. While the Soviet Union's influence was expanding, the U.S. also foresaw the decline of colonialism, pushing victorious Western countries to accept decolonization as a necessity.

In the Soviet Union, the hope lay in fostering international communist and labor movements to expand their sphere of influence. However, building a new world order based on democratic principles and information dissemination without global collaboration seemed almost inconceivable at that time. Organizations like the United Nations (UN) introduced packages of international legal documents to regulate global information flows and restructure global information agencies.

The "old" information order prioritized the development and dominance of major global news agencies in international information exchange. Early post-war years saw entities like America's Associated Press, Britain's Reuters, and the Soviet Union's TASS play pivotal roles. Even France's Havas agency, which had been operating since 1835, was divided during the war into separate agencies such as the France Information Agency (FAI) and the France Advertising and Information Agency (FRAA). Eventually, they merged into a single entity, "France-Presse."

This restructuring within the framework of the "old" information order led to the establishment of international organizations and set the stage for their operations. The UN played a significant role in the legal regulation of information during the early post-war years, with its specialized agencies and other international institutions becoming highly influential. The growing demand for information departments in intergovernmental political institutions was frequently highlighted by both journalists and officials.

The structure of the global political process, defined as "the complex of diverse political activities and relations undertaken by international actors within the context of global political life," includes:

- The activities of international political institutions,
- Political movements and organizations,
- The foreign policies of sovereign states
- International political institutions with various subdivisions.

A distinguishing feature of these international institutions and their information services lies in their interpretation of events from the perspective of political and informational analysis. Prominent international journalistic organizations began self-regulating press and audiovisual media operations. For instance, the International Organization of Journalists (founded in 1946) and the International Federation of Journalists (founded in 1926) hold significant importance.

Meanwhile, the number of information consumers has grown substantially, underscoring the need for stricter regulation of information collection and dissemination. Documents such as the Universal Declaration of Human Rights and the Convention for the Protection of Human Rights and Fundamental Freedoms highlight this necessity.

Modern media not only operate within the territories of national states but also attract audiences from neighboring and distant countries, expanding their influence far beyond traditional borders. For this reason, there arose a necessity to adhere not only to national legislation but also to international legal norms to avoid causing negative reactions abroad. It is natural that one cannot fully comprehend the domestic laws of another country. Thus, journalists must comply with international legal norms, as these norms were adopted not to satisfy the ambitions of any particular country but to foster compromise. This approach enables the media to communicate in a clear and comprehensible language and to operate without offending the national or other sentiments of participants in the information process. Information flows, in turn, act as a lever for managing society and social processes.

The foreign policy and economic actions of the Cold War era were supported by ideological confrontation and carried out under extensive propaganda campaigns, which required intensified efforts to influence the media. A fierce information war

unfolded between the two socio-political systems, particularly between the two military-political blocs—NATO and the Warsaw Pact. Political confrontation was reinforced by ideological rivalry, and the apparatus for promoting foreign policy worked at full capacity, with its staff assigned highly specific goals and practical tasks.

NATO's information and press service aimed to "shape public opinion about NATO's positions and policies through various programs, actions, and events." These included regular publications (such as the periodic "NATO Review"), non-regular publications (like brochures titled "NATO Perspectives"), video production, photo exhibitions, educational conferences, and seminars. Naturally, during this period, the information policies of the Warsaw Pact countries sharply contrasted with those of NATO countries.

The Cold War years led, on the one hand, to divergent approaches to information dissemination as an effective tool for achieving geopolitical goals, and on the other hand, to struggles for democratizing information. All of this intensified international information exchange and resulted in the adoption of several significant international legal documents. The "bipolar world" taught politicians to seek common ground and even compromise with opposing perspectives. The emergence of a new international information and communication order movement was a justified response to the policies of information imperialism originating from Western countries.

The activities of press monopolies prompted concern among non-aligned countries in 1976. State and government leaders from these countries advocated for expanded cooperation, strengthened international security, and the creation of national and regional systems to train journalists. They aimed to enhance their participation in international information exchange and ensure proper international security.

Developing countries' exclusion from the global information environment raised concerns, as they had to rely on fragments of information provided by global news agencies. Among the numerous studies on information conducted under the sponsorship of UNESCO and the UN, special attention was given to the 1980 report by the Sean MacBride Commission, *"Many Voices, One World."* This report presented the information and communication landscape developed during the 1970s. By the late 1970s, the activities of the UN began to be featured prominently in socio-political newspapers and magazines (e.g., *Reporter, Editor and Publisher, International Life, International Herald Tribune, International Organization*). This highlighted the global significance of this universal international institution. However, the declining effectiveness of the UN's role as a global peacekeeping organization led to increased influence from economic and military-political blocs and regional as well as continental international political institutions in global relations.

The struggle to implement a new international information and communication order during the Cold War stimulated the development of equitable relations in the

field of information. In the modern world, processes of integration and fragmentation have become equally active. The construction of a united Europe has been a notable success, distinguishing it from other regions. Even the failure of several countries to ratify the pan-European Constitution did not diminish these achievements.

The negative outcomes of referendums demonstrated the resilience of the principles established within the European Union (EU). Naturally, the media of EU member states operate within a well-organized legal framework that encompasses both national and pan-European legal norms. Based on established European political culture and civil society systems, EU media faced various challenges in legally regulating their activities and managing information flows. The development of European information legislation aligned with the stages of European integration and paid particular attention to guaranteeing the right to freedom of speech in the EU's founding documents.

Moreover, the American experience demonstrated that regulating information flows through laws treating information as a commodity or product was possible. The next stage involved harmonization, i.e., aligning national media laws, coordinating actions to protect copyright and related rights, and addressing contentious issues such as preserving national culture in the global information space. Pan-European and other international organizations began to play new roles in managing information structures. Young national states emerging in the post-Soviet space developed legal systems and strategies beneficial to them, adopting new media laws in alignment with these systems. Most European countries had to comply with established information laws.

Analytical conclusions indicate that the collapse of the socialist system, particularly the Soviet Union, intensified both integration and fragmentation processes worldwide. This, in turn, necessitated a restructuring of the entire system of international legal regulation of information flows.

Modern media operations extend beyond national borders, encompassing global populations, including those in neighboring or distant countries. Therefore, it is essential not only to adhere to national legislation but also to incorporate international legal norms and the experiences of foreign countries to prevent negative outcomes. Naturally, the media and journalists must strictly follow national legal norms in their activities.

Addressing the issues of international legal regulation of media can help resolve critical problems in the global information space. These include:

1. The need for legal definitions in the global information space and the integration of efforts by countries, organizations, and institutions.

2. Formation of research groups at the international level.

3. Development of methods and forms for implementing international projects.

4. Identifying subjects of international activities.

5. Establishing types of international cooperation.

Using global information flows, new domains influencing human consciousness across borders have emerged. Cosmic global information is a system that combines historical and social pathways. Different legal systems define the capabilities of human development in receiving, transmitting, and owning information. The diversity in transitioning to an information society requires global management of information flows in the international legal framework.

In response to international developments, UNESCO developed a new approach to media, reflecting modern global needs. In November 1989, UNESCO's General Conference unanimously adopted the *"New Communication Strategy"* aimed at ensuring "the free flow of information at international and national levels and its broad dissemination without barriers." UNESCO actively supports intergovernmental efforts and organizations focused on freedom of speech and press freedom. In particular, the establishment of the Cultural and Communication Sector in 1990 facilitated projects for developing countries, including assisting youth in creating their television programs, participating in publishing newspapers and magazines, and improving the professional training of journalists.

From 1991 to 2005, UNESCO hosted seminars and summits for state leaders addressing issues related to independent media and the transition to an information society in Africa, Asia, Latin America, and the Arab world. These initiatives, including the declarations of Windhoek, Almaty, Santiago, Sofia, and Ghana, adopted the *"New Communication Strategy."* The Geneva and Tunis Declarations serve as direct programs for enhancing this strategy. It is evident that achieving harmony in international information exchange requires concerted efforts from the global community.

The regulation of information flows in various countries, including France, Germany, the U.S., Poland, China, Singapore, Myanmar, Vietnam, Mongolia, Belarus, Ukraine, Moldova, Georgia, Abkhazia, South Ossetia, and others, can be analyzed to study legislative practices. These analyses highlight the need for harmonizing information systems and aligning national media laws with universally recognized norms, emphasizing the strengthening of regulation based on international law.

In accordance with UN General Assembly Resolution 56/183, the *World Summit on the Information Society* was held in two phases: in Geneva from December 10–12, 2003, and in Tunis from November 16–18, 2005. The Geneva phase of the summit resulted in the *Declaration of Principles*, titled *Building the Information Society*, which addressed global challenges in the new millennium and the mindset of the information society. The goal of the second phase was to confirm the Geneva Plan of Action, expand internet access, and ensure progress according to the plan. Participants at the summit concluded that these issues required urgent attention, agreeing to develop

relevant final documents and establish decisive norms on freedom of information. Thus, the UN's efforts have gradually advanced the regulation of information flows.

Although the integration of information flows in European Union (EU) countries and efforts by numerous international organizations to regulate international information exchange within the legal framework have not yet yielded significant changes, the harmonization process has been rapidly developing. Modern conditions for regulating information flows through international legal norms are evolving in the following key directions:

Globalization of the information space: Laws concerning mass media are critical in the context of harmonizing and, in some cases, unifying national identity.

Strengthening the role of international institutions: This includes activating the work of information structures related to the UN and UNESCO, which play a significant role in the international information order, and creating new legal frameworks.

In summary, as the President of Uzbekistan stated: *"If we do not take control of creating national content within Uzbekistan's information space and fail to evaluate global events from the perspective of our national interests, we allow these tasks to be performed from abroad. Because if we do not meet the population's needs for news, analytical information, and real events, others will. And this is absolutely unacceptable."* These words emphasize the importance and relevance of ensuring national control over the information space.

Issues related to participation in international information exchange are directly connected to the creation of a unified mechanism to ensure information security, which is crucial not only for humanity as a whole but also for individual countries and each person. States where information and freedom of speech are guaranteed tend to foster competition, which in turn drives growth and development. Therefore, ensuring information security and freedom, managing the flow of information on a global scale, and verifying the accuracy of information have become critical factors in the ongoing process of globalization.

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