

GEOPOLITICS OF MEDIA IN METAVERSE SPACES AND THE RESHAPING OF A NEW INTERNATIONAL MEDIA SYSTEM

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Introduction:

Media geopolitics constitutes an important pillar in building today's world. A field lacking means of communication is deficient at the political, economic, social, and diplomatic levels. The international media and communication system, with all its technologies, constitutes an industrial and commercial force, casting its shadow on the world of politics, security, and economics. It aims to mobilize populations, shape public opinion on international and local issues, and formulate and promote public policies.

The world is currently witnessing a significant technological revolution in communication and media, such as the birth of network society and the development of a metaverse based on the principle of free flow of information. These developments have changed the structures of societies and international relations alike, redrawing the forms of hegemony and influence. They have created new central patterns such as the GAFAM giants, also called "hidden governments." The transformation of classical political marketing into multi-dimensional political marketing, based on post-network era characteristics, has pushed the media to draw new political maps. This phenomenon is known as anticipating hegemonic shifts and the birth of a new international media system.

This research paper attempts to position the geopolitics of media within new media spaces and examine how the new media system is formed, by **addressing the following points:**

Media and new media as geopolitical actors in the international system: hegemony and conflict

Metaverse media geopolitics and indicators of the formation of a new international media system
The new media as an important geopolitical actor in the international media system and the logic and basis of the conflict of hegemony

I. Geopolitics...Contexts

The German magazine "Geopolitics" continued to engage with important audiences, emphasizing the following: "It is necessary for the man in the street to think geographically in the common sense and for educated politicians to think geopolitically" (Laura Mahmoud, 2023). This was considered a slogan raised by many geographical thinkers in a period characterized by the collapse of the world's major countries and the rise of others, or in other words, the occurrence of important changes in the political map of the world.

The discussion focused on the birth of the science of geopolitics, which was forbidden to the Germans themselves during and after World War II for political considerations. This followed Friedrich Ratzel's (1844-1904) publication of a book entitled "Political Geography," and the focus at that time was on the latter's influence on the strategic orientations of major countries.

Accordingly, the science of geopolitics is based on studying countries in their political environment. It is a mixture of land and politics. We understand from this that geopolitics starts from the fixed geographical space, but it delves into political factors that are unstable, and the mechanisms for forming alliances and arrangements of power, influence, and control. This is based on the premise that politics changes according to the change in the forms of relations between countries, and with it, the geographic map changes to a vital map or what is known as geographic expansion. This was confirmed by the founder of the theory of geopolitics, the geographer Halford Mackinder.

" La chute de l'URSS a été la plus grande catastrophe geopolitique du siecle dernier", Vladimir Putin

The importance of world geopolitics is evident through major events and changes such as the fall of the Soviet Union, which Russian President Vladimir Putin considers a geopolitical catastrophe, and he is working today - according to US President Biden - to revive the Soviet project, or what Putin considers to be creating a balance in the world's unequal geopolitics.

II. Media Geopolitics: Actors between Competition, Dominance and Conflict

Economic and military power is the main factor determining the balance of power in the world, but there is a new factor on the international scene, which is the media, and the geopolitical role of the media may represent a natural activity for global unrest and conflicts, especially between major powers.

Geopolitics considers the media as a system that deals with the study of the relations between individuals and regions, and between space and politics, where media geopolitics derives its principles from the media and its influence and its manufacture of international public opinion.

Media geopolitics studies the competition for power between different media outlets, and how the media manages conflicts, through their discourses that suggest to us the existence of ongoing geopolitical transformations, and allows us to understand the major imbalances in today's world, as well as control over sources and media of information and contain the masses that are a bet to dominate public opinion, and media geopolitics is a distinctive way to understand control strategies, tensions and competition between actors in reality, through concepts, methodology and continuous reflections) - (benzaoui, 2016

International news networks emerged within the framework of what is called international media, and news industries developed and media geopolitics was born with them, especially in the eighties and nineties of the last century, so they managed the news of the Cold Wars and proxy wars, examples of which are the Gulf and Middle East wars, and were called hidden governments at that time.

The first global news networks to appear were the two American agencies, Associated Press and United Press, and the Soviet TASS Agency, and the influence of The dominance of these agencies after covering the news of World War II in Europe in particular, as the Nazis exploited the French Havas Agency after it was occupied by the Germans, to turn it into a Nazi propaganda agency launched from Paris and called for the occupation of Europe. Cinema also played a great interest with politicians and communication scientists such as Mettron, Lazarsfeld, Harold Lasswell and others, and informed them that there were serious dangers threatening the geopolitics of the United States of America at home and abroad by the Soviet Union, which invaded space and deployed spy missiles, so they resorted to employing cinema - Star Wars - in order to convince international public opinion that the United States of America is still a power

that dominates space and fights the forces of evil, and it was just media propaganda advocating for American media globalization and its soft and hidden geopolitics.

Old media empires and the logic of conflict and dominance

The industrial revolution left a media foundation in the shadow of the formation of media and communication technology, which extended from telephone technology to broadcasting via wireless satellites and then to the fiber optic revolution, ensuring high-speed digital flows. This development led to flourishing media industries due to the attraction of huge capital for investment and the emergence of massive media conglomerates.

The world of classical media is dominated by the American group Time Warner (formed in 1989), which some call a broader American colonial tool. It includes CNN, HBO, Time Bros, Time Warner Books, Time Inc., and Warner Music. Other media empires are led by Rupert Murdoch, in addition to major news networks FOX, NBC, CBS, and ABC (Tenio, 2018). The Walt Disney/Viacom group stands as one of the largest entertainment media production companies.

European and Australian groups also dominate, with the German Bertelsmann being the fourth international group after the American groups and the first in Europe. Its media services cover Germany, France, and Britain, dominating 20 percent of the global entertainment market and 50 percent of radio and television networks, the most important of which are the FOX stations that cover the five continents (Boulanger, 2014).

At a certain period, the BBC News channel raised a counter-statement stating: "We can, you can't," highlighting the breadth of its news coverage and its dominance over cable broadcasting technology. This was an attempt to gain competitiveness and dominance in the news market, reflecting the channel's geopolitical strategy.

Some media economics confirm that the presence of cinema and television in Hollywood, USA, during 2016 alone, created about 2.1 million jobs in the fifty American states, providing wages estimated at about \$139 billion, which is about 42 percent more than the average national income in America. Among those jobs were wages estimated at about \$53 billion for workers directly in the industry, including actors, writers, assistant technicians, and others. Additionally, more than

400,000 other employers, 87 percent of which are small businesses employing about 10 people, benefited from those huge resources, with an average annual income estimated at about \$90,000, which is 68 percent more than the national average. This is what some call the soft economy, which is not to be underestimated at all.

In Arab countries, the Dubai Media Center, with Middle East Televisions or the MBC Group (founded in 1991), dominates the entertainment scene and has 18 channels and several websites and applications, in addition to Al Arabiya News Channel, which provides news services. The Qatari Al Jazeera Network includes 7 international channels (Tenio, 2018), research and training centers, and encyclopedias.

Web heroes and the reproduction of traditional forms of dominance and monopoly

In recent years, giant and large information networks have emerged on the web, known as GAFAM, which are: GOOGLE - APPLE - FACEBOOCK - AMAZON - MICROSOFT), and in China, groups known as "BATEX", i.e. Baidu, Alibaba, Tencent, and Xiaomi. It has become clear that these companies have tried, through their activity in transferring information, to restore the accounts of countries that do not have them, as they have been able to form an economic and industrial power and carry geopolitical and strategic dimensions. Accordingly, today they store a huge database across the world that even authorities and governments have been unable to control, as Nikos Smyrniaios sees in his book "GAFAM vs. the Internet" that the economic success of Google, Amazon, Facebook, Apple, and Microsoft was the result of a new neoliberal capitalist system, which will ultimately lead to the elimination of the original Internet project.

All of these monopolistic entities control very wide digital fields, thanks to Its rampant market power, along with its financial influence, and its possession of intellectual and industrial property rights that are expanding and growing in strength to the point of sometimes leading to "patent wars", some see the Internet as currently being privatized, in a phase of "enclosure", within the framework of a greater concentration of intellectual and informational resources in the hands of what (Ugo Pagano) calls "monopolistic intellectual capital". Contrary to the neoliberal discourse that makes "free and fair competition" the ideal model of capitalism, we know – at least from the work of Fernand Braudel (Smyrniaios, 2017) – that capitalism is linked to the strategies

of actors who continue, in a wild manner, to create and maintain their monopolistic positions. Despite the many complaints filed against the giants of GAFAM, particularly regarding the invasion of privacy and intellectual property, the influence of digital capitalism is growing. In this context, economist Joel Toledano, professor at Barry-Dauphine University, says: These "stars" of digital capitalism "have given the impression of being invincible in a world where many things seemed solid and solid." Although the US House of Representatives Antitrust Committee published a real indictment against GAFAM in October 2020, accusing these companies of adopting anti-competitive tactics and carrying out predatory acquisitions in order to eliminate competition, which, according to US representatives, leads to less innovation, less choice for consumers, and undermines democracy. For example, between 2011 and 2019, GAFAM acquired 667 companies, or one every 10 days, the vast majority of which were startups (Bonifas, 2021). The Justice Department accused Google of seeking to protect its monopoly. Two months later, the Federal Trade Commission, in this case, accused Facebook of exploiting its monopoly to crush its competitors at the expense of consumers. That's when the idea of breaking up Facebook was launched.

2-Metaverse Media Geopolitics, and Indicators for Building a New International Media System

I. Metaverse? Post-screen media or rapidly evolving virtual reality..!

Neal Stephenson's science fiction book was the first to coin the term "metaverse" - beyond the universe or the super universe - in his fictional book Snow Crash in 1992. Stephenson described avatars of humans interacting in a three-dimensional virtual platform. The novel appeared during the period of developing virtual reality (VR). (Which enabled humans to communicate and connect with a virtual three-dimensional visual world, and with further developments in VR technology, the concept of the metaverse was finally integrated through the introduction of the game Life Second in 2003. This three-dimensional game helped in communicating and building social networks through the exchange of information. This game is considered one of the first cases in which an advanced form of the metaverse was implemented (Gupta, 2022).

The metaverse emerged from the core of the familiar Internet system, which evolved through several stages:

The Internet of texts in the 1980s and 1990s.

The Internet of multimedia, including colored images and videos.

The Internet of applications and live broadcasting.

What is common between these generations is the screen medium, while the metaverse is a space beyond the screen, or three-dimensional virtual reality.

The metaverse is characterized by a set of eight key elements:

Friendship: Users can have real or digitally created friends, whether or not they know them in reality.

Immersion: Users can immerse themselves in the experience of the metaverse and ignore everything else, due to the dazzling sensory technologies employed in this space.

Synchronicity: Everything happens simultaneously, without delay. The time element in this space is flexible and can be adapted according to need and circumstance.

Diversification: The metaverse provides rich and distinctive content, including gameplay, props, and various other elements.

Non-location: Users can log in to the metaverse world anytime, anywhere, without space restrictions.

Economic system: Like any large-scale complex ecosystem, the metaverse must have its own economic system.

Civilization: People come together to create a unique virtual civilization and digital culture.

Identity: Users can have a virtual identity that may be completely different from their real identity. They can be anyone from a boss to a beggar in this virtual world.

These characteristics are widely agreed upon as defining features of the metaverse, presenting a new frontier in digital interaction and experience.

With the development of digital technology, humans will complete the digital migration from the real universe to the metaverse in the future. The entire migration process is divided into three stages: digital twin, digital primitive reality, and virtual reality.

After the digital migration, a complete set of economic and social systems will be formed in the digital space (meta-world), resulting in a new money market, capital market, and commodity market. The digital separation of humans in the metaverse will live forever

II. From the Metaverse Media Economy to the Gen Z Audience

The metaverse has the potential to be considered soft power due to its unique and diverse nature. Unlike all older forms of soft power, which focused on physical presence and interaction, the metaverse is entirely virtual and accessible to anyone with an internet connection. This means it can potentially reach a global audience at a scale and speed never seen before. Furthermore, the metaverse allows for immersive and interactive experiences that are not possible in the physical world. For example, users can explore virtual museums, attend concerts, or even participate in virtual sporting events, all from the comfort of their homes. This creates new opportunities for countries and organizations to showcase their culture and values in an engaging and memorable way.

Metaverse Investments and Markets

Proponents of the metaverse assert that it is the future of the internet, a series of virtual worlds that pave the way for the most important new technological ecosystem since the emergence of the World Wide Web itself. In June 2021, Roundhill Investments created an exchange-traded fund (ETF) to track and profit from the work of the metaverse enablers. Meta hopes to reach 1 billion users over the next decade, support jobs for millions of creators and developers, and host hundreds of billions of dollars in digital commerce. All of this will lead to the growth of the Metaverse, leading to increased investment in more sectors, and will also lead to a boom in the virtual goods market.

The current size of virtual goods is around \$50 billion and is expected to grow to \$190 billion by 2025. The rapid development of augmented reality/virtual reality could also drive the growth of the metaverse. The global VR/AR market is expected to be worth US\$12 billion in 2020 and is expected to grow at a CAGR of 54% over the five years from 2020-2024. The total number of VR/AR devices shipped was 12.5 million units in 2020 and is expected to reach 2.43 million units in 2025. (Huang, 2022)

The valuations associated with metaverse innovations point to a clear commercial reason behind the strong desire of tech giants to be at the forefront of this emerging phenomenon and shape the design of future digital reality. One estimate put the economic value of Second Life at \$64 million in 2005, while Project Entropia saw \$1.6 billion pass through its online world in the same year. Epic Games—which owns Fortnite, one of the world’s most popular games—believes

that the metaverse could become a multi-billion dollar part of the global economy. Forecasts from multiple sources seem to bear this out. PWC predicts the metaverse market will be worth over \$1.5 trillion by the end of 2030. Morgan Stanley goes even further, viewing the space as an \$8 trillion addressable market that is likely to become “the next generation of social media, streaming, and gaming.” Reports also suggest that the opportunity for gadgets and wearables in this world could be worth as much as \$100 billion. \$ in 2030, and then another fivefold by 2040. Exploring the metaverse and the digital future

Metaverse Market Size 2021-2030 Source GSM Association

On the other hand, the metaverse will try to further enhance the rapid development of cloud computing, as data storage requirements and computing needs will evolve unprecedentedly, while content creators can build an immersive virtual world that integrates social, entertainment, advertising, e-commerce and other functions, and their business value speaks of a geometric increase as the user value chain extends. (Huang, 2022.

We conclude that Facebook's rebranding to Meta in 2021 is a symbol of this trend, as CEO Mark Zuckerberg reshaped the company's business strategy towards developing technology and applications that can support different versions of the metaverse.). (Triolo, Perera, 2023 Other multinational companies such as Gucci and Coca-Cola have also jumped on the bandwagon and sold non-fungible tokens (NFTs) on metaverse platforms such as Decentraland. Anticipating the rapid expansion of the metaverse, analysts have estimated that the metaverse could bring nearly \$800 billion in market opportunities. This could provide a valid explanation for why many companies are now trying to grab a slice of the metaverse market.) (KEEP YOUR EYES ON CHINA’S METAVERSE, 2023

Marketing GEN Z to the innovative audience of the Metaverse

Disney announced the first phone that can be converted into a mask and access the Metaverse virtual/real ship and sell it for billions of dollars, and Microsoft marketed cultural services within the Metaverse worth one billion dollars during the second half of 2022, including software, games and new avatars.

While investment figures in the Metaverse world exceeded 49 billion dollars in 2020, flexible marketing patterns were formed with the technological changes taking place.

Marketing generations move according to the steps of the changes taking place on the Internet, from Marketing Generation 1.0 to Marketing Generation 4.0, and since the Internet wants to get out of the screen, marketing in the Metaverse era wants that.

Plots of land placed in the Sandbox are marketed in the Metaverse world, and Meta was the first to call for investment in off-screen marketing services, and launched marketing and trade tools in the Metaverse world.

So the millennial generation is aging and the population of Generation Z is growing and growing rapidly. Generation Z, or what some call the Metaverse generation, is people born in 2004 and later, and they represent 40% of all consumers worldwide. People who belong to this generation are characterized by the following characteristics:

- Diverse, they are the most multicultural generation.
- A generation that is open-minded in many ways.
- A generation interested in innovation and entrepreneurship.
- Independent learners: they have the desire and knowledge to educate themselves.
- They love to achieve and make a difference.

GENS Z marketing is also based on the aforementioned new audience for the metaverse, due to the features that intersect with the metaverse project, and the most important of these features are:

- It relies on visual, digital, fast and interactive content more: The marketing generation relies on Instagram and YouTube as their favorite platforms.. Simply put, visual content is the best way to reach this generation.
- Marketing using hashtags to ensure audience engagement: This is done by leaving hashtags for the audience through which they can share anything related to your organization or brand, which is what attracts the “digital natives” generation greatly.
- Paying attention to customer feedback and reviews: According to the (2022, Sprout’s Digital Natives) report, 82% of Generation Z shoppers will buy from a brand after reading comments from other customers about its products on social media.

Marketing in the metaverse environment deals with vast, multiple and culturally diverse worlds. It is a post-machine society or a post-modern and interactive society. Researchers classify the process of social and cultural change due to technological development into the following:

- Social society: It is the origin of human societies before their association with technological innovations, where social relationships and interactions took place between members of society in a natural and direct manner.
- Consumer society: It came as a response to humanity's shift towards industrial societies, and here the concepts of modernity and industrial cities were born.
- Visual society: Human gatherings moved to live in a digital and virtual environment, or what some call living in fantasy or post-reality.

III. Metaverse Media Geopolitics: What Will the New International Media System Look Like?

The metaverse is a virtual world created by the convergence of the physical and digital worlds. It has the potential to transform many aspects of our lives, including the way we interact with each other, work, and consume media. However, the development of this space also raises important geopolitical issues. Technology is increasingly viewed from a national security and strategic perspective, which has led many countries to make great efforts to catch up with this technological bandwagon and even control it.

The metaverse... and the race for ownership and control. Ownership is one of the main issues surrounding the metaverse in abundance. The metaverse will become more complex, valuable, powerful, and integrated into our lives, which has led to the need for rules and regulations governing how it operates. This may be particularly difficult because the metaverse will exist outside the borders of any single country, and it may be difficult to establish global standards and regulations that are acceptable to all parties, as there may be competition between countries and companies to control this space. Which could lead to geopolitical tensions, especially if some countries or companies try to exclude others or use it to advance their own interests at the expense of others.

Futurists hope that the metaverse world is a world that no one owns and is decentralized, but the reality is different. Facebook, Google, Apple, and others want to own this technology, or that there are multiple unconnected metaverses, ruled by dominant powers and transformed into

economically productive, culturally soft, and geopolitically driven entities for international systems.

Although the metaverse is seen as a single, undifferentiated space, there are currently multiple versions and visions. The unified vision of the metaverse is still largely out of reach, as many stakeholders are approaching its development in different ways. Thus, interoperability, data portability, and open source software and hardware remain essential to achieving sustainable and multiple versions of the metaverse, as is the rapid development of Web3 technologies, such as blockchain, which will support financial transactions and commerce in virtual worlds. (Triolo, Perera, 2023)

Today, it has been proven that the US government is putting technological competition at the heart of its relations with China and is implementing significant controls on key metaverse-enabling technologies—including telecommunications, semiconductors, and artificial intelligence—to limit China's access to them. It is clear that the US is leading the world in metaverse technology, but China has been able to launch powerful competing applications such as TikTok, which has recently swept the planet and is stealing market share from many other Western sites. Accordingly, the emerging field ultimately becomes a reflection of a real society while blurring the lines between the internet and reality, thus raising important ethical and moral questions about how to control it.

Despite all of China's alleged enthusiasm for the metaverse, it is possible that it will later decide to take drastic measures—investing in technological infrastructure only to the extent that it supports the party line, and then banning any uses that are seen as threats to national interests. This is because China is so concerned about national security, and the Chinese government will certainly impose strict controls on the metaverse. Strict censorship will be introduced to prevent the spread of anti-government messages, just as it did with websites and social media that are strictly censored and banned, so the Chinese metaverse is expected to be an isolated metaverse, with limited connections to foreign metaverses

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METAVERSE**

Amidst this, China has banned cryptocurrencies, due to concerns about losing monetary control over sectors such as decentralized finance as well as concerns about cryptocurrencies facilitating capital flight. Despite this, China still supports the deployment of blockchain applications such as tracking goods and enhancing transaction security. In other words, it is optimistic about the underlying technology, even if it is hostile to cryptocurrency overlays

However, China places great importance on nurturing the next generation of tech leaders, and is working to develop a regulatory environment that will foster innovation in these technologies, while allowing regulators to move forward with technological developments. This will ensure that Chinese metrics—emerging from the country’s robust gaming sector—do not develop in ways that are seen as incompatible with Beijing’s economic and social goals, and the political realities of censorship. In recent months, a number of major municipal and provincial governments across China have unveiled plans to begin extensive development in the metaverse. They are set to leverage it in areas such as public services, business offices, social entertainment, industrial manufacturing, production safety, and e-gaming. Meanwhile, major Chinese tech companies such as Tencent, Baidu, and Alibaba have recently announced plans to begin developing technologies that could potentially make them major players in the metaverse. (Triolo, Perera, 2023).

The future metaverse and the features of the emerging international media system

The metaverse can influence the geopolitics of the future by creating new virtual regions and economies. And creating virtual states, where citizens are linked by shared virtual experiences and virtual economic systems as well. The metaverse can also challenge traditional concepts of sovereignty and territorial borders. Governments may face difficulty in regulating these virtual spaces, especially if they are present on decentralized platforms (The geopolitics of the metaverse, 2023). This may lead to conflicts over control of virtual lands and resources, and this can be inferred from the size of investments with huge budgets in which fronts are rushing to acquire this promising virtual space. Futurists believe that the metaverse is a world that no one owns and has no centrality in it, but the reality is different. The United States of America has the strongest technological and media systems to enhance its dominance over the world, followed by China and Russia, while European countries seek to form a technological bloc and enter the metaverse world, but so far they do not have the infrastructure qualified for that. France and

Germany have filed a barrage of lawsuits against Google, but they have not developed a strong industrial strategy to confront American economic expansion, but rather have been content with monitoring what is broadcast on post-Internet screens. Futurists also expect that the new international media system will be based on several competing and unconnected metaverses, and they represent the efforts of huge technological institutions similar to American or Chinese technology groups, while governments are not excluded from being indirectly involved in controlling and dominating technological forces and transforming them into economically productive entities (GSM Association, 2023). Culturally soft, and driving international media geopolitics. Beyond the idea of dominance, which is an extension of the properties of classical media systems, it is clear that the strategic importance of the Metaverse lies in its potential to become a new platform for social, economic, and cultural interactions, as well as a new frontier for innovation and entrepreneurship. The Metaverse has the potential to transform many aspects of society, including entertainment, education, healthcare, commerce, and social interaction. This presents both opportunities and challenges for governments and businesses (Abhinav, 2023.) As the Metaverse becomes more important, there may be concerns about security, privacy, cyber threats, and risks associated with this technology.

Recent media use cases have also raised growing concerns about the potential for misuse of virtual worlds and their associated technologies for criminal gain, disinformation campaigns, espionage or surveillance. Concerns also tend to focus on scenarios in which competition for control of the physical infrastructure of the metaverse spreads and exacerbates geopolitical tensions and conflicts. The use of Starlink in the Russia-Ukraine war is a good example of this already happening, with unforeseen implications for countries' foreign policies.

Conclusion.

The metaverse is proving day after day its ability to influence and attract through non-coercive means such as culture, values and ideology by creating virtual worlds, games and media that reflect the culture, values and way of life of countries. This network is preparing to become a new front for soft power, as dominant countries compete to control this space, which may lead to geopolitical tensions, especially if one of these countries seeks to exclude others or use it to promote its own interests at the expense of other countries.

Political systems are rushing to possess and acquire the most advanced media technologies to ensure their geopolitical interests. This ranges from censorship or promotion of content that serves their vision in traditional media to regulation or monitoring in the case of new media.

However, the emergence of the metaverse space as a new form of media has begun to pose additional challenges and opportunities for political systems. The metaverse has the potential to be a powerful tool for disseminating information and shaping public opinion. This has compelled most major political systems to seek, and even rush, to regulate it. Their aim is to ensure that the content published through this medium aligns with their interests, in anticipation of different geopolitical landscapes that may be shaped or threatened by this promising modern technology.

The metaverse presents a new frontier in the realm of media and information dissemination, and political entities are keenly aware of its potential impact on geopolitical dynamics. As such, they are proactively working to establish control and influence within this emerging digital space. This race to regulate and shape the metaverse reflects the understanding that whoever controls the flow of information in this new medium may gain significant geopolitical advantages.

The challenges for political systems include:

Developing appropriate regulatory frameworks for a rapidly evolving technology.

Balancing the need for control with the potential economic and technological benefits of the metaverse.

Addressing issues of privacy, security, and sovereignty in a borderless digital realm.

Competing with other nations and private entities for influence and control within the metaverse.

At the same time, the opportunities include:

Using the metaverse as a platform for soft power and cultural diplomacy.

Leveraging the technology for educational, training, and simulation purposes.

Developing new economic opportunities within the metaverse ecosystem.

Enhancing communication and engagement with citizens in novel ways.

As the metaverse continues to develop, it is likely to become an increasingly important arena for geopolitical competition and cooperation, reshaping traditional notions of power, influence, and governance in the digital age.

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