

THE MUSLIM WORLD: THEORETICAL AND PHILOSOPHICAL PROBLEMS

NATALYA KULESHOVA, ANDREY KHVALEY. THE STRATEGY
OF INFORMATION CONFRONTATION OF THE COUNTRIES
OF THE COLLECTIVE WEST IN THE ARAB COUNTRIES OF
THE MIDDLE EAST AND NORTH AFRICA

*Keywords: information confrontation;
arab region; foreign policy strategy;
international relationships; geopolitics;
media.*

Natalya KULESHOVA

DSc(Philosophy), Professor,
Department of Political Science of the East,
Faculty of Global Processes,
Lomonosov Moscow State University,
e-mail: kuleshova-nataly@mail.ru
ORCID: 0000-0001-5103-353X

Andrey KHVALEY

PhD Student,
Department of Political Science of the East,
Faculty of Global Processes,
Lomonosov Moscow State University,
E-mail: a.khvaley@yandex.ru
ORCID: 0009-0002-4930-3128

© N. Kuleshova, A. Khvaley 2025

Citation: Kuleshova N., Khvaley A. The Strategy of Information
Confrontation of the Countries of the Collective West in

the Arab Countries of the Middle East and North Africa // Russia and the Moslem World, 2025, № 1 (327), P. 107–138. DOI: 10.31249/rmw/2025.01.08

Abstract. Since the middle of the 20th century, the phenomenon of information-psychological confrontation and its components have been in the focus of attention of domestic and foreign researchers. As technology develops, the information front is becoming increasingly important: superiority over the enemy in the information and psychological sphere in the conditions of modern conflict is sometimes more important than superiority on the battlefield. Currently, in the context of global tension, there is another aggravation of information confrontation in the Arab world, the participants of which are both Western and Eastern countries, including Russia. The current configuration of the conflict is significantly different from all previous ones: the bloc nature of cooperation between countries is gone (as it was the case during the Cold War), while the development of information and communication technologies has allowed each side of the conflict to have an information and psychological impact on all countries of the region at once. To build the most effective national information policy, it is necessary to study in detail the approaches of other countries, determine the main and secondary vectors of their work, and identify the mechanisms of information and psychological impact. The analysis of the information and psychological strategies of the leading Western states (the U.S., Great Britain and France) showed the absence of a unified approach to the implementation of activities in the information field at the theoretical and practical levels. The current state of disunity of the countries under consideration, while maintaining the leading role of the United States as the leader of the collective West, is caused by both historical prerequisites and objective political and economic reasons. Due to the current situation, as well as in connection with the active work to counter Western propaganda by Russia, China and Iran, the information and psychological campaigns of the United States, Great Britain and France are less effective than before, which nevertheless does not mean their complete collapse.