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BRICS AS PLATFORM OF NEW MULTIPOLAR WORLD – ATTEMPT TO RETURN TO COMMON CIVILIZATIONAL VALUES

The modern world, as in the earlier stages of its development, is burdened with inequalities and various conflicts of interest. At the basis of these differences lie different values in which different goals find their expression and justification.¹ From the point of view of a society, what is considered valuable is what contributes to the survival and progress of that society, what is desirable from the point of view of the development of a given community. In the development of human society so far, several common civilizational achievements have crystallized, which highlight the most general goals of human practice. Speaking in the language of politics, we are talking about "epoch", "historic", "strategic", that is, about the most general political goals or values (considering that goals are also something that is attractive and desirable) such as freedom, equality, well-being and justice. However, until the transition to the 21st century, with the evolution of liberal democracy, in the West, and consequently in other parts of the world, the possibility of bringing these values to people's concrete interests was called into question.

¹ Slavujević, Zoran, *Političko komuniciranje, politička propaganda, politički marketing*, Beograd: Grafocard, 2009.

In liberal democracies, they have always been concerned with developing a political process that would ensure the best conditions for capital accumulation. Dysfunctions in political systems in the West arose in connection with the demands of the masses - demands related to consumption and political participation. Since mass riots are not conducive to the development of capitalism, efforts were made to improve the material position of the masses and to expand the rights to participate in political life. However, the latter was followed in particular by the mass media's involvement in distracting the masses from serious political issues and redirecting their attention to "warm human stories" and entertainment. This left room for the elites to conduct „high politics“. Since the fall of communism, the West has been working on the scenario of the so-called of great consensus - the position of the so-called the politics of the center, to which all mainstream parties agreed.

Conducting this policy entailed the following:

- Political performance (which is the basis of communication between politicians and citizens) is measured more by the ability to manage the economy than by the implementation of political principles.

- Economic management is adapted to the successful implementation of liberalism. This has become an ideological given.

- A series of discourses were promoted in the service of the economic interests of the networked economic elite. In this sense, the key words in social communication become: globalization (which facilitates the flow of capital and trade and contributes to the exploitation of cheap labor, especially in Asia), feminism (which increases the workforce and reduces costs), multiculturalism (which contributes to the expansion of markets and the increase workforce) and the nexus of

cosmopolitanism, human rights and information channels) and global warming (which has opened up many opportunities for investment in ecological production).²

By the turn of the 21st century, political processes in the West were managed in a way that it was difficult to distinguish between different political options. All these options agreed to the center's consensus. The media, as an ideological institution *par excellence*, also supported the reproduction of the established order and foreign policy of Western countries driven by its hunger for material resources. By doing this, media contributed to "discursive closure".³ At the beginning of this century, this kind of hegemony caused serious problems in the functioning of mass democracies in the West (from cynicism towards politics in general and the absence of electoral participation to the development of anti-globalist and religious movements), as well as the response of Russia, which has proven to be the leader of that part of the world that opposes this hegemony. At the same time, Russia proved to be the only country strong enough militarily and economically independent to stand up to the West.

Opposing and limiting Western hegemony, Russia encouraged changes in the field of international relations that are directly related to the revitalization of politics based on the above-mentioned civilizational values. This is primarily related to the strengthening of BRICS, whose action carries a number of potentials. Financial and energy are key among them. The first one implies a strong political context, since financial tranches, as a rule (by the World Bank and the IMF) are conditioned by the transformation of the economy according to a model that forces the abolition of economic protectionism in client countries, and their integration into markets in which more developed Western countries have a dominant position. Demands for the transformation and opening of the economy are often accompanied by

² Lou, Erik P., *Mediji i politički proces*, Beograd: Fakultet političkih nauka, 2013.

³ *Ibidem*.

complementary political demands with the function of strengthening loyal comprador elites. The possibility of an alternative in the financing of current consumption and development can give wind to the political opponents of neoliberal globalism in the countries of the semi-periphery and periphery of the world capitalist system and offer a powerful lever for conducting a more independent (freer) policy.

When it comes to the energy potential of BRICS, in addition to Russia as the founder of BRICS, by accepting the oil-rich countries, BRICS can become an organization that will have great appeal in the future, both for developing countries and for more industrially developed countries interested in admission to it means a step closer to energy independence.

The reflection of the terminal values mentioned in the introduction of this paper is also evident in other changes encouraged by BRICS' opposition to Western hegemony:

Cultural changes - Accelerated globalization, especially since the collapse of the Eastern Bloc, is characterized by the establishment of a kind of cultural imperialism, through the imposition of a Western way of life and worldview. Unipolarity in political power, accompanied by a practical monopoly in the means of global mass communication, has caused many traditional cultural patterns around the world to face drastic changes and/or extinction. Potentially, the positive effect of the return of multipolarity as a principle of international relations will lead to greater consideration for cultural differences, along with the loss of imposed narratives of "otherness" in relation to the collective West.

Completion of decolonization - BRICS can play an exceptional historical role in the final liberation of many peoples of the global South, especially those on the African continent, from the clutches of the domination of the metropolis, which in them continue, formally or informally, to achieve their centuries-old geopolitical and economic interests by exploitation of resources and control of political

circumstances. The bilateral activities that the two most powerful members of BRICS, China and Russia, have been conducting in Africa for two decades, on the economic and security front, can represent a good basis for further strengthening of true decolonial processes with the inclusion of other members and the admission of new ones from the ranks of former colonies.

- Reforming/strengthening the role of the UN and overcoming its blockade -
The return of multipolarity to the big door can potentially contribute to the reinvigoration of the role and power of the largest and most important international organization, which damaged its reputation by its inefficiency in actively defending itself against the onslaught of unilateral acts of the world's most powerful country and its allies. The principles of BRICS largely correspond to the original proclaimed principles of the UN in strengthening independence and mutual respect of differences between countries.

Information and communication changes - multipolarity can positively influence the diversification of information sources, i.e. further affirmation of national and regional media agencies, which contribute to the possibility of seeing events from "another perspective" at the level of international communication