

LAW OR RULES OF THE EMERGING MULTIPOLAR WORLD

The current stage of global development is marked by a profound systemic crisis, wherein challenges of geopolitical transformation, information confrontation, and a rethinking of the foundations of world order are deeply intertwined. Amid growing international turbulence, the contradiction between an outdated unipolar model and the objective aspirations of the “global majority” for a just multipolar architecture is becoming increasingly evident. This process, rooted in the lessons of the past, has acquired new relevance in the context of two significant anniversaries in 2025 – the 80th anniversary of the Great Victory in World War II and the 80th anniversary of the founding of the United Nations. These commemorative dates are not merely symbolic of historical memory but serve as focal points for reaffirming the principles on which the post-war global order was established.

Nowadays, humanity faces a fundamental question: will the emerging international order be based on universal legal norms enshrined in the UN Charter, or on arbitrary “rules” promoted by individual states?

As the legal successor of the Soviet Union – a state that played a decisive role in the defeat of Nazism and the founding of the UN – Russia occupies a unique position in today’s global dialogue. On the one hand, it serves as a

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custodian of historical truth, resisting efforts to revise the outcomes of World War II and the resurgence of neo-Nazi ideologies. On the other hand, Russia has emerged as a key proponent of reformatting international relations through the strengthening of multipolar institutions such as BRICS, the Shanghai Cooperation Organization (SCO), and the Eurasian Economic Union (EAEU), all of which challenge the dominance of Western elites.

In an era of fundamental political transformation and fierce competition for narratives in the information space, the role of national news agencies has become especially critical.

Russia's oldest and leading information agency with a 120-year legacy, TASS views its mission as providing objective coverage of this transitional period, defending historical truth, and facilitating dialogue among emerging centers of power in the evolving multipolar world.

2025: A Year of Memory, Peace, and Unity Against Nazism

The designation of 2025 as the Year of Peace and Unity in the Fight Against Nazism seeks to mobilize international efforts around the values that helped avert global catastrophe in 1945. As Russian Foreign Minister Sergey Lavrov has emphasized, the “sacred Victory of our fathers and grandfathers” is not only a historical milestone but also an active tool in countering contemporary threats – from historical falsification to the revival of neo-Nazism in various countries. Given that, according to the Russian Ministry of Foreign Affairs, 73% of anti-Russian fabrications disseminated by Western media concern World War II, the preservation of historical memory has become a geopolitical imperative.

In this context, the Russian news agency TASS plays a vital role that extends well beyond information archiving. The agency has developed a comprehensive system to safeguard historical memory, combining traditional archival practices with innovative digital technologies. A central element of this initiative is the commemoration of the personal stories of those who contributed to the Victory. The “Faces of Victory” section, developed in collaboration with

the Victory Museum's National Historical Repository, now houses over 800,000 entries, including the biographies of 17 TASS employees who perished during the war. These individuals – from front-line correspondents to technical staff – are commemorated not only through archival documentation but also through memorial projects such as the documentary “The Great Patriotic War in the TASS Chronicle”, created in partnership with the Zvezda television channel. These initiatives foster intergenerational continuity and underscore that victory was achieved both on the battlefield and in the information domain.

Today, TASS continues the legacy of wartime journalism by leveraging contemporary technologies to preserve historical truth. A notable example is the “Victory Archive” project (tass.ru/spec/tass_archive), which has digitized over 50,000 documents from the wartime period.

Special attention should be given to the phenomenon of “TASS Windows” – wartime propaganda posters created by prominent artists and writers of the time. These works are now experiencing a renaissance. An exhibition at the Museum of Contemporary History of Russia showcases 100 restored posters, vividly demonstrating how art served as a powerful ideological weapon. The works of Kukryniksy, Viktor Deni, Boris Efimov, and others did more than document the war – they ridiculed the enemy with sharp satire, bolstered morale on the home front, and transformed fear into defiance. One such poster, “Our Alphabet”, featured letters aimed like weapons – “G is for the Grave of Hitler!” – underscoring that posters could be as potent as artillery (“Katyusha”).

Facing the 80th anniversary of Victory, it is crucial to understand that memory of the war is not only a matter of remembrance but a call to vigilance – requiring active resistance to historical distortion and revisionism. TASS projects demonstrate that historical truth can and must be communicated through modern, engaging formats that resonate with new generations.

The United Nations at 80: Between Crisis and Hope

TASS also plays a central role in publicizing Russia's initiatives to strengthen the UN's relevance. Particularly noteworthy is the Russian-promoted UN General Assembly resolution commemorating the 80th anniversary of the end of World War II, which aims to restore the historical accuracy of the key events of the 20th century.

The anniversary of UN, established after World War II, invites a critical reflection on the adaptability of the collective security system to the realities of a multipolar world. As Foreign Minister Sergey Lavrov noted in an exclusive interview with TASS, the issue is not a need to "repair" the UN Charter, but rather the chronic non-compliance with its foundational principles, which have effectively become a "selective menu" for certain Western states.

In this regard, the UN's 80th anniversary is not merely a formal date – it represents a strategic crossroads: will the organization remain an outdated mechanism sustaining a defunct global order, or will it evolve into a platform capable of equitably addressing global contradictions?

The crisis of the UN demands not cosmetic adjustments but a rethinking of the very philosophy of multilateral diplomacy. At the 2024 BRICS Summit, Russian President Vladimir Putin articulated the national position unequivocally: "Multipolarity is not a theory – it is an objective reality that the UN must finally acknowledge."

Multipolar Media Space

As a key player in the global information sphere, TASS actively advocates for the consolidation of a multipolar media space.

In September 2024, the agency hosted the BRICS Media Summit in Moscow, which brought together over 100 media leaders and representatives from 45 countries. The summit concluded with the unanimous adoption of a declaration affirming the shared values of the "Global Majority" and its commitment to independence in the information domain. The event illustrated a model of

civilizational dialogue based on mutual respect and an appreciation for diverse approaches to media.

Another milestone was a high-level meeting organized by TASS between the President of Russia and the heads of 16 major international media organizations during the 2024 St. Petersburg International Economic Forum. For the first time since the beginning of the Special Military Operation, President Putin granted an extensive interview to representatives of foreign media, including from countries considered “unfriendly”. The effect was immediate: Reuters released over 100 reports, while China’s Xinhua published more than 50 reports in seven languages. More importantly, many foreign journalists – previously influenced by caricatured portrayals of Russia in Western media – acknowledged a shift in their perceptions. As José Manuel Sanz Mingote, Director of Spain’s EFE agency, noted: “Personal interaction with the Russian leader changes the lens through which Russia is viewed.”

In the context of a rapidly transforming global information landscape, the role of international media alliances capable of shaping regional agendas has grown significantly. One such platform is the Organization of Asia-Pacific News Agencies (OANA), where TASS continues to play a leading role. In 2024, the agency confirmed its status and hosted the 53rd meeting of the OANA Executive Board in Moscow and secured the right to convene the 19th General Assembly of the organization in 2025 – an event poised to become one of the largest media forums of the year. This reflects international recognition of Russia’s role in shaping the global information agenda.

The 120-year history of TASS strikingly mirrors the evolution of international relations – from the colonial world of the early 20th century through the bipolar Cold War era to the present-day transitional order.

The agency’s continued activity reinforces the proposition that in the 21st century, information sovereignty has become a cornerstone of national security. TASS not only adapts to the emerging realities – it actively participates in

constructing the future of global communication, where strength lies in truth, and truth serves as the foundation of a new world order.