

Chapter 6

Ars Longa:

Intuitive Analyses in Artistic Filter and Phenomenon of Prediction in Universal Codes of Media

ABSTRACT

The chapter dwells upon the original research on the subject of analyses of aspects of international political communication employing the prognostic function of audiovisual media. Shown is certain, lesser-studied effectiveness of creative approaches and “artistic filter” in the field of political science. The author considers the problems and stresses on advantages of the use of narrative fiction audiovisual works as additional empirical sources in the research of international political communication.

INTRODUCTION

The chapter theoretically researches and dwells upon the fact that audiovisual influences on the political image in the international relations are rarely addressed and researched despite numerous accounts and empirical research prove great importance such media has in the age of Internet. It is obvious nowadays that selective analyses of cultural codes could be used for precognitive analyses, half-cooked elements of which could be found surprisingly in the works of popular audiovisual media, as a part of «artistic filter» and «prediction» phenomena.

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As an example of that, 2016 presidential elections in the United States of America had proven that audiovisual media could be used to great effectiveness in influencing political image of a candidate, which is conjunctive with his cultural image as well – the fact that Donald Trump was well-known not only in business and political circles, but also has a massive appeal being a staple of popular culture due to countless appearances in movies and television (as well as Internet popularity, which is influenced and fueled greatly by such appearances).

Main goal of this article is merely to start a conversation about a problem of underdevelopment of audiovisual media studies in the international political relations, while such thing as *universal code of movies* (quasi-concept drawn by author due to lack of a proper formulated term as of now) influences visible interactions and important events, which could not be ignored in the age of globalization.

BACKGROUND

When it comes to prediction, two recent works are still dominating public consciousness: Nassim Nicholas Taleb's *The Black Swan: the impact of the highly improbable* (2007), as well as Nate Silver's *The signal and the noise: Why so many predictions fail, but some don't* (2012) reshaped the common opinion that predictions are either blind guesses or highly complicated analytics, providing new and improved models of how predictions work. At times controversial, such models were at times rather controversial (Callahan, 2008), but overall found steady following in wide circles. It is interesting to pinpoint a similarity with which Taleb's book arrived in Russian-speaking region, very much reminiscent of 1967 case of J.R. Pierce's book: it was also several years late and it also had a mistranslated title which replaces 'the impact of highly improbable' with zodiacal, fatalist and sensationalist 'under the sign of unpredictability'. Essentially, while 'communication' in 1967 was replaced with 'information exchange' due to unfamiliarity with the term, twenty-first century Russia ironically deforms the title not for it to be understood better, but for a better marketing shtick.

What was, however, left intact was a universal concept of noise, which, as was already stated in Chapter 1 has very similar meanings across theories of international political communication, communication in general and

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