

Chapter 8

Brave Old World: Facing the Challenges in Universal Codes of Media

ABSTRACT

This chapter, effectively being the conclusive one in the whole research insight, attempts a prognostic revision of all the major challenges further researches of universal codes of media might face, both ones connected to international political communication and indigenous to media platforms. Its main purpose is to streamline book's assorted factual and conceptual notions into five main challenges, that of universality, information resistance, codes, media, and absence of challenge. The chapter includes a plethora of cases which might serve as a warning, a guideline and/or additional verified facts regarding universal codes of media in international political communication, aligned with main problematic features of definition and theory in media studies paradigm.

INTRODUCTION

2020 started with news, memes and media coverage of events that might seem apocalyptic, most of them undoubtedly fitting as at least catastrophic. Despite some evident optimism for 2020's, people are concerned with pandemics of Coronavirus and even plague. Just as with the presidential elections exemplified in Chapter 6, *The Simpsons* apparently predicted Coronavirus as early as 1993,

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which was hot for a day or two on social media. (Bennett, 2020). They also managed to predict actor Tom Hanks contracting it (Bullock, 2020), which was also somewhat publicized. Then *Forbes* had an article on the subject (Lee, 2020). By March of 2020 there were several confirmed coincidences with the animated series (M & Rompepelotas, 2020) and in August situation sort of culminated when there were reports it similarly predicted a notoriously devastating Beirut explosion (Bhati, 2020). Yet again, a humble (if record-breaking) cartoon had more insight than some of the specialized experts in the area. Which means world is unpredictable... If we does not count the cases when it actually is.

Back to COVID-19 coronavirus pandemic: there are several predictions found in assorted media and people keep finding more and more which led to creation of specifically devoted communities (Reddit, 2020). Foremost cases include the 2011 film *Contagion* (BBC, 2020; Medelovich 2020). Although it's not like you really need to be a filmmaker to imagine and model that situation: there were several accurate predictions from the realm of political science (Brannen & Hicks, 2020) and even the ridiculous toilet paper shortage phenomenon is not something that could not have been theorized to happen with some historiography and imagination. (Lim, 2020).

Streamlining all of the layers of information we can possibly discern from media is a very hard task, to which *universal codes* which was proposed as a viable concept in this book are hardly the only approach that will succeed in the restructuring of media in the digital age. The chapter takes certain liberties in arranging the elements used to painstakingly construct the matter of preceding text and make a bold, if not underserved assumption of what could possibly follow in the ever-changing world of universal codes of media, as well as their projected influence on international political communication.

Objectives of this chapter include: making a set of loose guidelines for future researchers of Universal Codes of Media, further highlighting emerging opportunities for researchers and practitioners in International Political communications and media, theorizing the approaches that could be potentially used to improve the situation with media awareness on a global scale.

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