ISSN: 2755-0109

Journal of Media & Management



Review Article Open & Access

The Struggle of the Great Powers between Maintaining Hegemony and Recreation of a New World Order from the Lens of the Balance of Power Theory

Awad Slimia

International Relations Researcher, Postdoctoral Research Fellow

ABSTRACT

Balance of power is a crucial concept in international relations, driving decision-makers to confront US unilateralism. However, President Xi sees President Putin as the master key to the erosion of the Western-centric world order; therefore, the strategic partnership between Russia and China is not an emergency partnership; Mutual cooperation is constructed based on the leaders' convictions and joint activities allow them to reset the balance of power as well as, form a new multipolar world order centered on the UN's true purposes and principles. Yet, it seems the founding myth of emerging economies has faded and the BRICS countries' are experiencing their geopolitical moment; the group attempting to establish themselves as a representative of the global South and as an alternative to existing West financial and political institutions.

*Corresponding author

Dr. Awad Slimia, International Relations Researcher, Postdoctoral Research Fellow, Malaysia.

Received: September 04, 2023; Accepted: September 12, 2023, Published: September 20, 2023

Keywords: Balance of Power Theory, Russian-Chinese Strategic Partnership, Multipolar World Order, UN Rules and Principles, BRICS, Shanghai

Introduction

The balance of power is an ancient international relations concept that addresses war and peace issues, serves as a universal law of political behavior, and is a fundamental principle in state foreign policy. It was considered the only tenable theory from the fifteenth to the nineteenth century; depend on political science web (2018). The US's desire to maintain its dominant global system after the collapse of the Eastern Bloc in 1991 has led to the perception that permanent peace between great powers is no longer achievable. as some theorists of international relations believed after the end of World War II. However; Russia and China are now extending their influence and competing with Washington, utilizing military force and expanding their global presence to alter the prevailing balance of power.

This study tries to explore the hypothesis that the Russian and Chinese rapprochement is a key factor in establishing a multipolar international system, aligning with the UN's principles and purposes, and opposing the global system formed by Washington after the Cold War. through the lens of the theory of the balance of power in international relations; the study, highlighted the Western countries' failure to form a global front against Russia in Ukraine and Washington's inability to thwart the rapprochement between Beijing and Moscow. The new allies are also working to attract more countries' not friendly to Washington to join this alliance through the BRICS gateway, as well as; the Silk Road, and Shanghai Cooperation Organization.

Statement

In October 2022, the White House published the United State (US) National Security Strategy, and the report distinguished between two types of threats that Washington faces simultaneously, centered on Moscow and Beijing. Reckless the fundamental laws of today's international order, as demonstrated by its brutal war of aggression against Ukraine. similarly, President Biden has described the Republic of China as having "the intent, and the ability, increasingly, to reshape the international order in favor of one that tilts the global playing field in its favor." [1].

While the leaders of the two central poles, Moscow and Beijing, are mobilizing their strength in the declared strategic partnership; to protect the principles and purposes for which the UN was established, peace; security; human rights; the rule of law and sustainable development (UN Web). Besides, advocating the need to change US unipolar norms of conduct, including Urge Washington to reconsider geopolitical, security, and economic concerns and take into account the interests of all global parties. But the latter shows excellent determination in its conduct to preserve the semi-principles and laws of the UN [2]. but from the lens of American interests, which consider the preservation of the existing world order and not allowing any emerging state or international coalition to compete for the world's leadership. However; Parties' claims to defend the global order and uphold international legitimacy are fueling global conflicts. Some use resources to prevent coalitions from threatening national sovereignty, while others advocate for a multipolar global order to restore equilibrium and reduce Washington's influence.

J Media Managem, 2023 Volume 5(5): 1-8

Citation: Awad Slimia (2023) The Struggle of the Great Powers between Maintaining Hegemony and Recreation of a New World Order from the Lens of the Balance of Power Theory. Journal of Media & Management. SRC/JMM-198. DOI: doi.org/10.47363/JMM/2023(5)155

Balance of Power Theory

An equilibrium or polar multiplicity system is a system based on multiple alliances or pivots of counter-power whose troops are virtually equal, in order to deter any global axis from exploiting any temporary superiority in its forces to change the parameters of the existing international situation, the most prominent of which is the Multipower, the independence of states and their total flexibility to enter or withdraw from such power coalitions and groupings [3]. Nonetheless; Lubell (2019) says that the balance of power is a fundamental concept in international relations theory, based on a minimal direction and maximum law-like repetitive equilibrium model [4]. It aims to restore balance and ensure the survival of major powers by verifying imbalances and concentrations in military and material capabilities between them.

In this regard, the theory of the balance of power in international relations assumes that a state's power is in a state of continuous change and that states ensure their survival by preventing permanent military superiority by one state [5]. The theory suggests that when a single state gains power, other states form a defense alliance to maintain a rebalancing force in international affairs. At present, the US is seen as a dominant global force in a unipolar international environment, within this argument; China's economic and military rise can be interpreted in cooperation with Russia among the scope of the theory of balance of power Some international relations theorists believe that; a balance-of-power environment is better suited than a dominant state system, where aggression becomes less profitable and competitors create, and reset a global balance of power [6]. That explains the insistence of both China and Russia on ending the unipolar world order, moving to a multipolar world order, and working to rebuild the foundations of the international order, which takes into account the interests of all the world's nations, as well as preserving their cultural and cultural heritage, values and beliefs and preventing interference in their affairs. in other words; the end of Washington's and its allies' interests, withdrawal of Western advantages, and rejection of Western claims that changing the international order will cause chaos [7].

However, Haas (2014) highlights in his study on the deep discussions about the dispute in international relations from the point of view of the theorists of the realist school that deals with bipolar stability in exchange for multipolarity on the international scene [8]. For his part, Waltz (1967) believes that a bipolar world would be better than a multipolar world, based on the relatively peaceful landscape that has prevailed in the international arena since the end of the Second World War, and argues that the bipolar distribution of global power can ensure world stability [9]. similarly Al-Jarbawi (2018) argues that the international system is unipolar, it can only be temporary or emergency, and the basis of the international balance is multipolar either by returning to the presence of two major powers or several great power poles [10].

In the context of this controversy, Waltz cautioned against excessive attempts by states to maximize their influence on the international stage, as the international format would punish states seeking to gain an enormous volume of power, particularly those that recklessly sought global hegemony. this unacceptable behaviour has led Other great Powers to seek to form anti-dominant alliances to balance this ever increasing power, thus making this state less secure and possibly ending up being destroyed as happened with Napoleonic France (1792-1815), Germany, Germany, Ilama (1900-1918) and Nazi Germany (1933-1945) [11]. Thus; the growing forces seeking hegemony were ultimately defeated by a coalition of great powers. In turn Mearsheimer (2001) finds a link

between sovereignty the aggressive tendency among states, and the intensification of competition, grouped into three dominant features of the current international system's power structure:

- 1. The lack of a central authority.
- 2. States' offensive military capabilities and;
- 3. The inability to predict each other's intentions are key factor affecting international relations.
- 4. Given this fear which cannot be wholly eliminated struggling states realize that the stronger they are for their competitors, the better their chances of survival [12].

Hybrid War

The collapse of the Eastern Bloc led to a decline in the prestige and geopolitical influence of the Soviet Union. Moscow's losses extended to large areas of the republics, including Georgia and Moldova, which turned away from Moscow and joined the EU. Baltic states like Estonia, Latvia, and Lithuania joined NATO, which aims to expand to Russia's borders, parallel to Washington's plans to annex Ukraine.

In the light of the preceding, and under a unipolar world order centered on Washington, Russia's subsequent federal leaders worked hard to rebalance and take account of its interests and began to track to restore its lost legacy. This course was confirmed after the election of President Vladimir Putin on 7 May 2000. His episodes continued with the arrival of Dmitry Medvedev in the Kremlin on 4 September 2008 and his announcement of the principles later known as the "Five Medvedev Principles" which stipulate that:

- 1. Protection of Russians wherever they are
- 2. Attention to vital interests in Moscow's spheres of influence
- 3. Adherence to the principles of international law
- 4. Making sure the world is not just a unipolar world managed by Washington according to its interests; and
- 5. Russia plans to establish global relations based on shared interests [13].

With the return of Vladimir Putin to the Kremlin in 2012, the word "peaceful coexistence" once imagined by former Russian President Boris Yeltsin with the West as an alternative to the term "cold war" has changed nothing. The arms race returned to the teeth on both sides of the globe and revived the tendency and willingness to fight to protect national and vital interests from the perspective of all competing parties [14]. The line between peace and war has become thin and often invisible. It has become hypothetical; the situation is exemplified in the statement of former German chancellor Angela Merkel "The 2014 Minsk agreement was an attempt to give Ukraine time," she added, "It also used this time to become stronger, as you can see today" [15]. Thus, it became necessary for the Russian leadership to take the decision and move militarily after the exhaustion of the Russian political and diplomatic stockpile, to torpedo this scheme and preserve Russia's national security, according to President Putin [16]. On his side, President Biden tailored his administration to Ukrainian President Zelensky's lines and affirmed his continued support for Kyiv, based on the right of peoples to freedom and independence and to choose their alliances, based on US Embassy in Ukraine Web (2023); Similarly, NATO states are providing Ukraine with unprecedented support.

Nevertheless, the term proxy war and, hybrid war appeared in the statements of leaders on both sides of the conflict. on the one hand, Brussels accused Moscow of continuing the hybrid war running against Ukraine and the West by directing its approach towards the widespread use of military, political, economic, information,

J Media Managem, 2023 Volume 5(5): 2-8

and other measures to restore the Soviet legacy; at the same time, the term "fighting to the last Ukrainian," used by the American philosopher Noam Chomsky [17].

In this war, the Washington in coordination with its allies in NATO mobilized all its economic and military resources, along with political influence on the international scene, in the context of a plan to plunge Moscow into the Ukrainian quagmire (similar to the Afghan war) and remove them from the ranks of the world's competing superpowers. Among other things, it announced the issuance of several packages of different sanctions, according to Statista Web (2023). Meanwhile, in his speech from the Royal Castle in Warsaw/Poland, President Biden boasted that "Washington continues to impose the largest sanctions regime on any country in history, and that he will announce more sanctions with his partners during the next few periods" [18].

Western maneuvers to impose thousands of sanctions had results contrary to what was expected. The Russian economy showed resilience and an unimaginable growth record in the West. Moscow maintained its trade and economic relations with friendly countries', which did not heed US warnings of the need to abide by the sanction regime imposed on Moscow and added more countries' to friends lists. in this regard, Rogoff (2023) pointing out that, Russia continues to trade oil to India and China, buy fresh fruits and vegetables from Israeli exporters, and engage in significant trade through third agents. with European exports to Russia expected to decline due to sanctions [19]. simultaneously, trade between Russia and other countries' such as Turkey, Armenia, Kazakhstan, and Kyrgyzstan increased. However, the International Monetary Fund (IMF) reported that Russia's economy contracted by just over 2% in 2022, despite the expected 10% GDP contraction, and is expected to grow slightly in 2023 by 0.3%; that indicating that the Western sanctions regime did not cause significant harm to the Russian economy [20].

However, Vogl (2023) argues that the Russian economy was not paralyzed in the first year of the war due to the Russian government's ability to secure cash from oil sales [21]. Turkey, China and other eastern neighbors ignored sanctions and exported necessary products, including technology and consumer goods from Belarus, China, and Kazakhstan; he added the trade has been rerouted through Georgia to and from Russia, boosting Russian trade with Turkey. The attempts to drown the opponent seem unsuccessful. Rogoff confirms Vogl's findings and adds that the reason for the failure of Russia's sanctions regime mainly because the world is not uniform in applying the sanctions regime adopted by Western countries' individually.

For O'Toole and Fried (2023) viewpoint, the central bank of Russia rapidly implemented strong capital restrictions to stop the decline, thus the G7's plans has little immediate effect on the Russian financial system, and president Biden's promises to turn the "ruble to rubble," it has been just a manipulation of words, and wasn't true [22]. In contrast Russia continues to provide the US with 28% of its enriched uranium needs for energy production and 31% of the enriched uranium that the EU consumes for the same purposes [23]. On the other hand, economists argue that Western economic sanctions on Moscow have directly affected Western economies. Policymakers tried in vain to wean Europe off Russian fossil fuels before securing the alternative.

In the international arena, Isachenkov (2023) indicated Putin, a talented politician, was able to play with all the winning cards in his favor; Likewise the veteran Russian diplomacy leader Sergey Lavrov and his diplomatic team reserved a seat with a major

Russian diplomatic mark [24]. On the one hand, the behaviour and statements of the leaders of the collective West based on the continued support of Kyiv confirmed what the diplomacy general has stressed on all occasions that the West makes all decisions on behalf of Ukraine. In an article published in the independent Arabic website, March 2022; Amen said that since 2014 Lavrov has been particularly successful in keeping the specter of isolation away from Russia, especially after the annexation of Crimea. He has overtaken himself in frequent travels, negotiations, and meetings, especially with then-US Secretary of state John Kerry, which was considered an additional success and asset to Moscow and an opponent of Washington's record.

In a related context, Russian diplomacy has continued its intercontinental activities and has largely succeeded in passing its narrative of the military operation in Ukraine or minimally in pushing reluctant states to take a neutral stance. Based on grain supplies, including wheat, energy sources, and free or virtually free fertilizer. Relying to Euro News Web (2023), Putin was accompanied by a series of significant successes in hardening its advanced war in Belarus, and its start in supplying tactical nuclear tactic weapons to Belarus. In parallel with securing its southwestern park Kazakhstan and its neighbors in central Asia. Moscow continued its interventions aimed at ending tensions between Azerbaijan and Armenia (the Nagorno-Karabakh conflict). "In recent days, Russia could play its role of Armenia's strategic," Armenian Prime Minister Nikol Pashinyan stated; along with Iran and the Arab states in the Middle East, Moscow Also has granted Pyongyang leader Kim Jong Un all the advantages associated with friendship, including a complete cover-up of the nuclear tests and his repeated launches of multidimensional missile copies; that permanently squeezed Washington's eye nerve [25, 26]. At the same time Moscow is adjusting the clock with Beijing, Putin can rely on a huge key pillar of resorting to his fellow Eurasian giant with a global economy, President Xi said to Putin that "fostering bilateral relations was Beijing's strategic choice."[27].

In like manner Turkish President Tayyip Erdoğan announced that his country, a member of NATO, "would not allow the West to drag it into war against Russia." (Orenda News, 2023); Ankara would not abide by Washington's unilateral sanctions against Moscow and continued its trade activities; including receiving shipments of Russian wheat, oil and gas. However, from the Middle East down to the African continent -where the West is now beating the drums of the war in the African-Western strip, after officers overthrew the French man in Niger; the Russian Wagner Group, claimed credit for the coup. "What happened is the struggle of the people of Niger against the colonialists" Prigozhin said [28, 29].

On the flip side, St. Petersburg Province hosted numerous economic summits and political conferences, including the Russian-African Summit from 27-28 July 2023. The event attracted world leaders and economists, who aimed to sign billions of Russian rubles in economic and military deals. The summit included over 47 Heads of state and two Vice-Presidents from 54 African countries. However, the observers described it as the "highest level and largest event in Russian-African relations" aimed at achieving a "new level of partnership and mutual benefit" between Russia and the African continent. As the conference ended, President Putin pledges to ship 25,000-50,000 tons of grain free of charge to six African countries' in three to four months, including Burkina Faso, Mali, Somalia, Eritrea, and the Central African Republic [30]. In the latest requests from African countries', the Kremlin has allocated more than 90 million USD for development purposes [31].

J Media Managem, 2023 Volume 5(5): 3-8

Citation: Awad Slimia (2023) The Struggle of the Great Powers between Maintaining Hegemony and Recreation of a New World Order from the Lens of the Balance of Power Theory. Journal of Media & Management. SRC/JMM-198. DOI: doi.org/10.47363/JMM/2023(5)155

However, The Kremlin's smooth polarization policy prompted Vines head of the African program at Chatham House, to point out the failure of the comprehensive measures imposed by Western countries'. He says; Moscow seeks an alternative financial and commercial system disconnected from the West, especially with sanctions on Russia, with Africa becoming crucial as Russia seeks new partnerships [32]. In that, President Putin asserted that despite sanctions, commerce between Russia and African nations grew by roughly 35% in the first half of 2023. Speaking at a tripartite meeting involving President of the Union of Comoros Azali Assoumani, and the Chairperson of the African Union Commission Moussa Faki Mahamat; Putin said "Despite the imposition of illegal measures and sanctions against Russia, ensuring that the pace of trade and economic relations with African countries' grew was guaranteed." According to African News Web (2023).

Moscow, on the other hand, continues its active presence and strengthens its economic, political and military ties into Shanghai Cooperation Organization; with the world's two largest countries' in terms of population (China and India), about 40% of the world population [33]. Simultaneously, the BRICS Group, which aims continues to extend and expand, with the fifteenth Summit in Johannesburg in August, under the theme; "Cooperation for Inclusive Growth and Common Prosperity in the Fourth Industrial Revolution." (African News Web,2023). The Group leaders await on their agenda of the opening of further new areas of cooperation among members, as proposed by South Africa:

- 1. Establishment of a peacekeeping working group
- Establishment of the Vaccine Research Centre to collaborate with BRICS vaccine development and innovation partners
- 3. Establishment of the BRICS Gender and Women's Forum
- 4. Leverage the BRICS economic partnership strategy to achieve inclusive growth and drive the fourth industrial revolution,
- Establishing a tourist cooperation route for BRICS countries,' In line to The Ministry of Foreign Affairs of the Russian Federation (2023); Besides discussion of applications for new members to join its ranks.

On the flip side, Russia and its OPEC+ colleagues continue to play harmoniously on the global market supply lines of energy needs with further voluntary reduction based on supply and demand; this approach infuriates Washington, which sees OPEC+ agreements as being compatible with Russian objectives [34]. Moscow also has created a celebrated place for itself, with a brilliant presence in the Middle East, it has launched a platform of understanding between Turkey and Syria in partnership with the Saudi Arabia Emirates and Iran to restore security and lost stability to Syria [29]. Russia additionally pushed towards Saudi-Iranian rapprochement in partnership with China. However Rodkiewicz (2023) claims that the Observers view Russia's frequent presence in the Arab region, including the Gulf States, as evidence of its deep political and economic relations with the region; Russia's significant role in global politics is evident in the Biden administration's mistakes, including the Saudi heir Mohammed bin Salman, the Iranian nuclear file crisis, and the Yemen war, where China's diplomatic efforts have succeeded [35].

Common Goals

Moscow, which has become a guarantor platform for global food security (grain, fertilizers, energy sources, etc.), especially for poor and troubled countries' in Africa and the Middle East, shows Putin as an internationalist revolutionary ready to overthrow the unipolar world order by all means, including the military confrontation taking place on Ukrainian. as such; the Chinese giant continues to

rise and expand its trans-economic and political presence, having mastered Beijing's ability to achieve its development goals.

However; China has solidified its global role as a key player with global interests and the ability to act on them, demonstrating this through the Arab-Saudi-Chinese summit and promoting Russia-Ukraine peace process and; Iran-Saudia Arabia revive diplomatic relations that diverges from Washington's Russia-Ukraine aspirations [36]. at the 19th National Congress of the Communist Party of China, Chinese President Xi Jinping outlined his vision for global leadership, aiming to foster a new type of international relations and build a shared future for mankind. In 2019, China surpassed the US in diplomatic network size, with 276 diplomatic posts and a 7% increase in foreign aid budget in 2018, based on the US leadership global coalition web (2021). The Brookings Institute report highlights the US's awareness of China's long-term threat to its regional leadership, with bipartisan views convergent on a stronger response to China's global and regional rise, the benefits of closer relations with China seem to outweigh the costs given limited options amid the severe economic recession, for example, Latin American and Caribbean states are likely to continue to invest in more robust relations with Beijing at the expense of their relations with Washington [37]. China's growing global influence and military power, particularly in the Indo-Pacific Oceans, has sparked competition between Washington and Beijing, reshaping the Taiwan Issue; Xuetong (2011) pointed out that academic analysts are skeptical about China's rise, as it poses a challenge to America [38], rising powers seek global authority while declining powers rarely come down without war. This point of view prevailed in an article written by Ambrosio in 2007; Russia's power added to that of China, along with the conscious efforts of policymakers worldwide to strengthen the pillars of a multipolar world designed to resist American hegemony over the international system pushing to create a parallel alliance to American pattern very soon; the author concludes that American foreign policy has become counterproductive by encourage a balancing approach among other great powers [39].

Power Balance Industry

The Russia-China Alliance a well-established nucleus of two superpowers with many elements of economic, military and technological power, driven by a vast industrial and productive base along with countless natural resources. Bipolar integration is expected to benefit the global community, which has experienced the negative impacts of colonial rule and Western dominance [40]. From this point of view, Patricia Kim -an expert on Chinese foreign policy at the Brookings Institution argues that China has come to view Russia as a core ally primarily because Xi sees Putin as the key to the erosion of the Western-centric world order. Kim adds that this is why Xi has not distanced himself further from Putin, despite the huge costs paid by China to double its strategic partnership with Russia [41].

With these unfavorable political winds, Washington has ensured that the China-Russia Alliance is a "dangerous competitor" on the international scene. according to the rand report the China-Russian relationship will continue to be strengthened by trends in the balance of power in favor of the two allies as the relative strength of the US declines and US policies that indicate aggressive intentions towards China and Russia continue [42]. The actions are consistent with the words between the two allies, in his speech before visiting Moscow at the invitation of President Putin, Chinese President Xi stated that: "China and Russia are each other's biggest neighbors and strategic partners in overall coordination," Adding, "We are both key states in the world and

J Media Managem, 2023 Volume 5(5): 4-8

a permanent member of the Security Council, and both countries' are committed to an independent foreign policy and consider our relationship a top priority in our diplomacy". "Together we have planned bilateral relations and cooperation in various areas and we have made timely contacts on crucial international and regional issues of mutual interest"; President stated, according to Ministry of Foreign Affairs of the People's Republic of Chin [43].

These developments and events confirm that Chinese diplomacy has begun to exist as Washington, especially after it adopted of China's Global Security Initiative (GSI) 2023, falters in substance; the issue of security concerns the well-being of the peoples of all countries' of the world, the noble cause of global peace and development and the future of humanity, with universal adherence to the purposes and principles of the UN Charter [44]. Indeed, Beijing is not known for mediating between rival and former warring parties. But ongoing diplomatic activities otherwise predict and confirm its presence to correct the narrative. In his first foreign visit after being elected to a third presidential term, Xi's plane landed in Moscow his first stop, and was received by the Russian side with a standing ovation. The two sides agreed to considerably enhance bilateral commerce by the year 2030 and established a new investment package from 80 bilateral investment projects [45].

The confirmation of economic cooperation between Russia and China is rising, as Washington and its allies imposed sanctions on Moscow over its invasion of Ukraine; Beijing refusing to call it an invasion; according to Reuters (2023) report China rejected the West's sanctioning steps against Moscow, and directed its purchases of Russian oil, coal and gas at billions of yuan. However, China's crude oil imports from Russia jumped 8% in 2022 compared to the previous year and reached 86.25 million tons, at a rate (1.7 million barrels per day), giving Russia a 17% share of the Chinese oil market, up from 15% in the previous year 2021. However, the use of local currency (ruble and yuan) in trade, which has already reached two-thirds of the payments of trade deals between the two countries', indicates a significant development in their relations and their unbridled desire to remove the royal crown from the top of the US dollar. China's General Administration of Customs China's data shows bilateral trade between Russia and China reached over \$93.8 billion from January to May 2023, a 40.7% increase from the previous year. China's exports to Russia reached \$42.96 billion, a 75.6% increase from 2022. The Russian-Ukrainian war has made Russia China's fastest-growing trading partner, with total trade values and exports expected to reach \$200 billion by the end of 2023 [46].

According to China embassy in republic of Singapore (2023). China's President Xi has pledged to continue working with Russia to establish a comprehensive strategic partnership, President stated; both sides should improve communication and coordination on international affairs, particularly in the UN and; oppose hegemonism, and power politics, through multilateral frameworks like the Shanghai Cooperation Partnership and BRICS, to promote global economic recovery and global governance reform.

Since the start of the Russian war in Ukraine, the BRICS countries' have distanced themselves from the West, with India, Brazil, South Africa, and China not participating in sanctions against Russia, as evidenced by historical trade between India and Russia and Brazil's dependence on Russian fertilizer [47]. As such, Experts predict that BRICS can enhance trade cooperation due to their strong industrial integration, with an increasingly volatile world; They anticipate expanding intra-trade in agricultural products,

energy, resources, high technology, equipment manufacturing, and modern services in the coming years [48].

However. "The founding myth of the emerging economies has faded," Günther Maihold, deputy director of the German Institute for International and Security Affairs, or SWP, confirmed. "The BRICS countries are experiencing their geopolitical moment." Based on Front line Web (2023); BRICS is attempting to establish itself as a representative of the global South and as an alternative to existing international financial and political institutions. Among this debate Bishop (2022) affirm the conflict in Ukraine has strained ties between Russia and the West. As a result, some European and US policymakers are concerned that the BRICS will transform from a political organization to an economic one, normalizing authoritarian state capitalism and upending the liberal order [49].

At the present time, the processes of de-dollarization are being addressed in more depth at the BRICS meeting in Johannesburg. In fact, gold reserves are already being accumulated by central banks [50]. However; according to a report by the World Gold Council's (WGC); Gopaul (2023) - Senior Analyst, EMEA World Gold Council, revealed that the Central Bank of Russia's announcement of its gold reserves, was among the more important announcements for February. At the end of February 2023, it reported having 2,330t of gold, an increase of 31t from the end of January 2022. The Reserve Bank of India (RBI) started purchasing gold in February and added 3t to increase its gold holdings to 790t, while the People's Bank of China, stated that its gold reserves increased by 25t to 2,050t during the month.

However, it seems that the BRICS countries' are positioning themselves for a new international system based on the balance of power. Homles (2023) believes we may be witnessing the emergence of a multipolar world, with a China-centric world on the one hand and a U.S.-centric world on the other, Homles, noted that three of the net buyers on the list are from the BRICS countries'. On a buying parity basis, the BRICS countries' portion of the global economy has for the first time ever overtaken that of the G7 countries'. In the interim, we see a declining share of US dollars held by central banks fell to 59%; according to the IMF Currency Composition of Official Foreign Exchange Reserves (COFER). With the accession of other countries' to the BRICS group, including (Iran, Argentina, Egypt, Saudi Arabia, and the United Arab Emirates) [51].

Discussions

The central argument of the equilibrium theory is that: When a single state gathers global power in its hands, the affected states are motivated to cooperate through a defensive coalition of their interests to alleviate the concentration of power in the hands of a single state. The root of power balance blocks is the multiplicity of countries' into one or more alliances, based on the minimum direction and the maximum of the recurring balance model. in other words, the OPEC+ Alliance may; for instance, decide to reduce production to the detriment of the economies of a non-member state of the Organization, this decision does not necessarily mean that this affected country withdraws from the ranks of other organizations such as BRICS, the Shanghai Group Alliance, and China's Belt and Road Initiative (BRI). For advantages offered by these organizations to help the affected state reduce the amount of damage caused by the reduction of the energy supply. In addition to this state's need for a security or military guarantor from one of the central states in these organizations that is, Moscow, Beijing, or both.

J Media Managem, 2023 Volume 5(5): 5-8

The policies implemented by Moscow and Beijing are based on the diversity of positions of power in the world and not necessarily a monopoly of power similar to the bipolarity that prevailed in the world. This existing behaviour drives states from the second row, to adopt and welcome this approach on the basis that the global balance of power must be based on multiparty and not necessarily the preserve of two poles. The big argument is that this bipolar approach brought the world into a cold war and could not provide the desired stability. With the collapse of the Eastern bloc, the extent of the world's imbalance was evident as Washington singled out the international decision.

The power balance supported by Beijing, Moscow, and its allies have the ability to turn back the clock and redefine the international order in favor of impoverished countries'. They are likely to be successful, provided that the Russian-Ukrainian war does not end with a hypothetical nuclear war that does not exist depending on the evolution of the military operation, but the likelihood of its occurrence is not zero. For the following catalytic considerations:

- Create a conglomerate or coalition that prevents the dominant state from using its enormous power to confiscate the interests and rights of others; in this concept, Beijing and Moscow were able to prepare the ground through OPEC+, the BRICS Alliance, the Shanghai Cooperation Organization and China's Belt and Road Initiative.
- Establish an impartial global reference capable of managing the interests of the world's nations, similar to the UN at present but fairer and more impartial. including the call for reform of the Security Council while ensuring a balanced representation of the world's continents.
- 3. Increased certainty and confidence in the states' intentions towards each other, thereby substituting cooperation and concert; rather than current uncertainty.
- 4. President Xi Jinping and Vladimir Putin as well as the majority of the world leaders state other than the Western countries', agree on the need to reshape the current world order, formulating it based on of mutual benefit and breaking American monopoly, China and Russia are firmly committed to protecting the UN-centric international order, the global system underpinned by international law and the fundamental norms of international relations based on the purposes and principles of the UN Charter. They work together for a multipolar world with irreversible international ties. Similarly, Russia looks on from China's glasses, asserting that it is time to end the world order based on American and Western hegemony. Putin says, "The era of unipolar world order is now coming to an end" [52-72].

References

- The White House (2022) Washington. National Security Strategy, Retrieve From. https://www.whitehouse.gov/wp-content/uploads/2022/10/Biden-Harris-Administrations-National-Security-Strategy-10.2022.pdf
- 2. Majde I (2022) Washington struggles to undermine the reconfiguration of the international system. (Arabic Article) Retrieve from. https://www.independentarabia.com/node/399286/%D8%B3%D9%8A%D8%A7%D8%B3%D8%A 9/%D8%AA%D9%82%D8%A7%D8%B1%D9%8A%D 8%B1/%D9%88%D8%A7%D8%B4%D9%86%D8%B7 %D9%86-%D8%AA%D9%83%D8%A7%D9%81%D8%AD-%D9%84%D8%AA%D9%82%D9%88%D9%8A%D 8%B6-%D8%A5%D8%B9%D8%A7%D8%AF%D8%A9-%D8%AA%D8%B4%D9%83%D9%8A%D9%84-%D8%A7%D9%84%D9%86%D8%B8%D9%84-%D8%A7%D9%84%D9%86%D8%B8%D9%84%D9%85-%D8%A7%D9%84%D9%84%D9%8A

- 3. Meqlled I (1991) Political and international relations. A study in fundamentals and theories. Retrieve from. file:///C:/Users/pji/Downloads/books4arab.com SP0335%20(1).pdf
- 4. Lubell S (2019) Balance of Power Theory. LAST REVIEWED: 01 August 2019. Retrieve from. https://www.oxfordbibliographies.com/display/document/obo-9780199743292/obo-9780199743292-0083.xml
- Hope A (2021) What is Balance of Power? Retrieve from. https://study.com/learn/lesson/balance-of-power-theory-in-international-relations.html
- Lashen D (2020) Power transformation and its impact on Chinese ascent (2018:2008). Democratic Arabic Center for strategic political and economic studies Retrieve from. https:// democraticac.de/?p=64890
- 7. Al-hade M (2022) America's War in Ukraine (19) on the outskirts of Armageddon! Retrieve from. https://www.aljazeera.net/opinions/2022/10/11/%D8%AD%D8%B1%D8%A8-%D8%A3%D9%85%D9%8A%D8%B1%D9%83%D8%A7-%D9%81%D9%8A-%D8%A3%D9%88%D9%83%D8%B1%D8%A7%D9%86%D9%8A%D8%A7-19-%D8%B9%D9%84%D9%89-%D9%85%D8%B4%D8%A7%D8%B1%D9%81
- Haas M (2014) International Subsystems: Stability and Polarity. Retrieve from. https://www.cambridge.org/core/ journals/american-political-science-review/article/abs/ international-subsystems-stability-and-polarity/491263700 D8977A4C15C9CD17E70756C
- 9. Waltz K (1967) The stability of a bipolar world. Retrieve from chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://faculty.washington.edu/caporaso/courses/203/readings/waltz_Stabillity_of_a_Bipol.pdf
- Al-Jarbawi A (2018) Strategic Visions of the International Tripolar. Comparative content analysis. Arab Politics Magazine. March Retrieve from. chrome-extension:// efaidnbmnnnibpcajpcglclefindmkaj/ https://siyasatarabiya. dohainstitute.org/ar/issue031/Pages/Siyasat31_2018_Jarbawi. pdf
- 11. Wahban A, Factual Theory and International Policy Analysis from Morgenthau to Mearsheimer 35.
- 12. Mearsheimer JJ (2001) the tragedy of great power politics. New York: W.W. Norton & Company. Chapter One. Retrieve from. https://samuelbhfauredotcom.files.wordpress.com/2015/10/s2-mearsheimer-2001.pdf
- 13. Reynolds P (2008) World affairs correspondent BBC News website New Russian world order: the five principles. Retrieve from. http://news.bbc.co.uk/2/hi/europe/7591610.stm
- 14. Stelzenmüller C (2023) The return of the enemy. Brookings August 2023. Retrieve from. https://www.brookings.edu/articles/the-return-of-the-enemy/
- 15. Schwarz P (2022) World Socialist Web. Retrieve from https://www.wsws.org/en/articles/2022/12/22/ffci-d22. htmlOsborn, A. &
- Nikolskaya P, Osborn B (2022) Russia's Putin authorises 'special military operation' against Ukraine. Retrieve from. https://www.reuters.com/world/europe/russiasputin-authorises-military-operations-donbass-domesticmedia-2022-02-24 /
- 17. Pfaff C (2022) Proxy war or not, Ukraine shows why moral hazards matter. New Atlanticist Retrieve from. https://www.atlanticcouncil.org/blogs/new-atlanticist/proxy-war-or-not-ukraine-shows-why-moral-hazards-matter/
- (2023) Remarks by President Biden Ahead of the One-Year Anniversary of Russia's Brutal and Unprovoked Invasion of Ukraine. The Royal Castle in Warsaw. Warsaw, Poland Retrieve from. https://www.whitehouse.gov/briefing-room/

J Media Managem, 2023 Volume 5(5): 6-8

- speeches-remarks/2023/02/21/remarks-by-president-biden-ahead-of-the-one-year-anniversary-of-russias-brutal-and-unprovoked-invasion-of-ukraine/
- Rogoff K (2023) Why the Russia Sanctions Are Missing the Mark. Project Syndicate. Retrieve from. https://www.projectsyndicate.org/commentary/why-western-sanctions-failed-todevastate-the-russian-economy-by-kenneth-rogoff-2023-03.
- Infographic Impact of sanctions on the Russian economy (2022). Europe Council Web. Retrieve from. https://www.consilium.europa.eu/en/infographics/impact-sanctions-russian-economy
- Vogl F (2023) Why Are Sanctions Failing in Russia? INKSTICK https://inkstickmedia.com/why-are-sanctions-failing-in-russia.
- 22. B Toole, D Fried (2023) Sanctions alone won't defeat Russia in Ukraine. But they're having a bigger impact than it might seem. Atlantic Council. Retrieve from. https://www.atlanticcouncil.org/blogs/new-atlanticist/sanctions-alone-wont-defeat-russia-in-ukraine-but-theyre-having-a-bigger-impact-than-it-might-seem\.
- 23. J Lutz (2023) Republicans Introduce Bill to Ban Russian Uranium https://thedeepdive.ca/republicans-introduce-bill-to-ban-russian-uranium.
- 24. V Isachenkov (2023) Russia's top diplomat: West's 'hybrid war' won't stop Moscow. AP. Web. Retrieve from https://apnews.com/article/russia-ukraine-government-sergey-lavrov-moscow-080ecb54bb9c162ecd8ce5471cf77be4.
- 25. Mirovalev M (2020) what role is Russia playing in the Nagorno-Karabakh conflict? Al-Jazeera. Published Retrieve from https://www.aljazeera.com/news/2020/10/19/is-russia-reduced-to-a-secondary-role-in-nagorno-karabakh.
- 26. A Rinna (2023) Two Peripheries: The Ukraine War's Effect on North Korea-Russia Relations Two Peripheries. East West Center Retrieve from https://www.eastwestcenter.org/ publications/two-peripheries-ukraine-wars-effect-northkorea-russia-relations.
- 27. Xi says deepening ties with Moscow Beijing's strategic choice-Chinese MFA. Russian News Agency Retrieve from https://tass.com/world/1591731.
- 28. (2022) Turkey "Ignore U.S. Sanctions on Russia". Agency France-Presse Retrieve from https://www.voaafrica.com/a/turkey-ignore-u-s-sanctions-on-russia-/6717674.html.
- 29. L Kayali (2023) Niger coup leaves France, US exposed in West Africa. Politico. Retrieve from https://www.politico.eu/article/niger-coup-leave-france-us-exposed-west-africa.
- 30. C Anna (2023) African leaders leave Russia summit without grain deal or a path to end the war in Ukraine. Retrieve from https://apnews.com/article/russia-africa-summit-ukraine-grain-war-125d5a6d5052f4221c46be52c1618cf7.
- 31. Russia Africa Summit. President of Russia (2023) Retrieve http://en.kremlin.ru/events/president/news/71826.
- 32. Pietromarchi V (2023) Putin on a charm offensive as Russia-Africa Summit kicks off. Al-Jazeera Web. Published On 27 Jul 2023. Retrieve from https://www.aljazeera.com/news/2023/7/27/putin-on-a-charm-offensive-as-africa-russia-summit-kicks-in.
- 33. Mc S Carthy (2023) Putin reassures pro-Russian world leaders his grip on power remains strong. CNN Retrieve from https://edition.cnn.com/2023/07/04/asia/sco-summit-xi-putin-modi-intl-hnk/index.html.
- L Shan (2023) Oil prices rise after Saudi Arabia pledges more voluntary production cuts. CNBC Retrieve from https://www. cnbc.com/2023/06/05/opec-oil-prices-pop-after-saudi-arabiapledges-production-cuts.html.
- 35. W Rodkiewicz (2023) Russia activates its policy in the

- Persian Gulf region. OSW, 2021-03-23. Retrieve from https://www.osw.waw.pl/en/publikacje/analyses/2021-03-23/russia-activates-its-policy-persian-gulf-region.
- T Chhabra (2020) Global China: Regional Influence and Strategy. Brookings. Retrieve from: https://www.brookings. edu/articles/global-china-regional-influence-and-strategy/.
- 37. T Peccone (2020) China and Latin America: A Pragmatic Embrace. Brookings. Retrieve from: https://www.brookings.edu/articles/china-and-latin-america-a-pragmatic-embrace.
- Y Xuetong (2011) How China can Defeat America, The New York Times. https://www.nytimes.com/2011/11/21/opinion/ how-china-can-defeat-america.html.
- T Ambrosio (2007) Russia's quest for multipolarity: A response to US foreign policy in the post-cold war era. Tylor and Francis online 45-67.
- M Al Ghobashi (2023) Major General Staff Russia Today Channel.
- 41. Guyer J (2023) Just how close are Russia and China? Retrieve from. https://www.vox.com/world-politics/23759934/russia-china-united-states-multipolar-world-great-powers.
- 42. Radin A (2021) China-Russia Cooperation. Rand Cooperation. Retrieve from https://www.rand.org/pubs/research_reports/RR3067.html.
- 43. Ministry of Foreign Affairs of the People's Republic of China. (2023) Forging Ahead to Open a New Chapter of China-Russia Friendship, Cooperation, and Common Development. Retrieve from The Global Security Initiative Concept Paper. Ministry of Foreign Affairs of the People's Republic of China. Retrieve from https://www.fmprc.gov.cn/mfa_eng/wjbxw/202302/t20230221 11028348.html.
- 44. Xi Jinping (2023) Forging Ahead to Open a New Chapter of China-Russia Friendship, Cooperation and Common Development.
- 45. https://www.fmprc.gov.cn/eng/zxxx_662805/202303/t20230320_11044359.html.
- 46. Cheng E (2023) China and Russia affirm economic cooperation for the next several years. CNBC Retrieve from https://www.cnbc.com/2023/03/22/china-and-russia-affirm-multi-year-economic-cooperation.html.
- 47. Wang P (2023) China sees biggest trade increase with Russia in 2023, Chinese customs data shows. CNN, Retrieve from: https://edition.cnn.com/2023/06/07/business/china-russia-trade-increase-intl/index.html.
- 48. Prange A (2023) A new world orders? BRICS nations offer alternatives to West. DW. Retrieve from: https://www.dw.com/en/a-new-world-order-brics-nations-offer-alternative-to-west/a-65124269.
- 49. (2022) BRICS set to grow trade on improving relations. The state Council of China. China Daily. Retrieve from: https://english.www.gov.cn/news/internationalexchanges/202206/22/content_WS62b289abc6d02e533532c8c2.html.
- 50. Bishop M (2022) The BRICS countries: where next and what impact on the global economy? Economic Observatory Web. Retrieve from: https://www.economicsobservatory.com/the-brics-countries-where-next-and-what-impact-on-the-global-economy.
- 51. Roach M (2023) De-dollarisation: shifting power between the US and BRICS. The Interpreter. Retrieve from: https://www.lowyinstitute.org/the-interpreter/de-dollarisation-shifting-power-between-us-brics.
- 52. Arslanalp S, Simpson-Bell C (2021) US Dollar Share of Global Foreign Exchange Reserves Drops to 25-Year Low. IMF Blog. Retrieve from: https://www.imf.org/en/Blogs/Articles/2021/05/05/blog-us-dollar-share-of-global-foreign-exchange-reserves-drops-to-25-year-low.

J Media Managem, 2023 Volume 5(5): 7-8

Citation: Awad Slimia (2023) The Struggle of the Great Powers between Maintaining Hegemony and Recreation of a New World Order from the Lens of the Balance of Power Theory. Journal of Media & Management. SRC/JMM-198. DOI: doi.org/10.47363/JMM/2023(5)155

- 53. (2018) Balance of Power. political science web, Retrieve From: https://www.politicalscienceview.com/balance-of-power/.
- 54. The United Nation (2023) The foundation upon which the UN was created is described in the Preamble of the UN Charter. Retrieve From. https://www.un.org/en/model-united-nations/4-pillars-united-nations.
- 55. US Embassy in Ukraine (2023) Readout of President Joe Biden's Call with President Volodymyr Zelenskyy of Ukraine. Retrieve from: https://ua.usembassy.gov/readout-of-president-joe-bidens-call-with-president-volodymyr-zelenskyy-of-ukraine/.
- 56. (2023) The European Union announces a new package of sanctions against Russia The President of the European Commission indicated that the tenth package will be imposed. Retrieve from https://cutt.us/ oik48.
- 57. (2023) Total number of list-based sanctions imposed on Russia by territories and organizations worldwide from February 22, 2022 to February 10, 2023. Retrieve from https://www.statista.com/statistics/1293531/western-sanctions-imposed-on-russia-by-targe/
- 58. Feb. 8, 2023. Retrieve from https://inkstickmedia.com/whyare-sanctions-failing-in-russia/.
- 59. February 15, 2023. Retrieve from https://thedeepdive.ca/republicans-introduce-bill-to-ban-russian-uranium/.
- 60. Amen I (2022) Sergey Lavrov. The 'General' of the Russian Foreign Ministry. 8 Mar. 2022. Retrieve from: https://www.independentarabia.com/node/309706/%D8 %B3%D9%8A%D8%A7%D8%B3%D8%A9/%D8%A A%D9%82%D8%A7%D8%B1%D9%8A%D8%B1/% D8%B3%D9%8A%D8%B1%D8%BA%D9%8A-%D9 %84%D8%A7%D9%81%D8%B1%D9%88%D9%-81-%D8%AC%D9%86%D8%B1%D8%A7%D9%84-%D8%A7%D9%84%D8%AE%D8%A7%D8%B1% D8%AC%D9%8A%D8%A9-%D8%A7%D9%84%D 8%B1%D9%88%D8%B3%D9%8A%D8%A9https:// www.dw.com/ar/%D8%A8%D9%88%D8%AA%D9% 8A%D9%86-%D9%8A%D8%B9%D9%84%D9%86-%D8%B9%D9%86-%D9%86%D8%B4%D8%B1-%D8%A3%D8%B3%D9%84%D8%AD%D8%A9-%D9%86%D9%88%D9%88%D9%8A%D8%A9-%D8% AA%D9%83%D8%AA%D9%8A%D9%83%D9%8A%D 8%A9-%D9%81%D9%8A-%D8%A8%D9%8A%D9%84 %D8%A7%D8%B1%D9%88%D8%B3%D9%8A%D8% A7/a-65122167.
- 61. Putin says Russian tactical nuclear weapons to be deployed to Belarus next month. Euronews with AP 09/06/2023. Retrieve from. https://www.euronews.com/2023/06/09/putin-saysrussian-tactical-nuclear-weapons-to-be-deployed-to-belarus-next-month.
- 62. Erdogan said he would not allow the West to drag Turkey into a war against Russia. Orenda News, 30 Mar. 2023. Agency France-Presse. Retrieve from: https://www.oreanda-news.com/en/v_mire/erdogan-said-he-would-not-allow-the-west-to-drag-turkey-into-a-war-against-russia/article1470450/.
- 63. Russia-Africa Summit to take place in St. Petersburg from 27-28 July. African Business. June 19th, 2023. Retrieve from. https://african.business/2023/06/resources/russia-africa-summit-to-take-place-in-st-petersburg-from-26-29-july.
- 64. Russia's trade with Africa increased by 35% In the first half of 2023. By Rédaction Africanews. updated: 27/07/ 2023. Retrieve from. https://www.africanews.com/2023/07/27/ russias-trade-with-africa-increased-by-35-in-the-first-half-of-2023/.

- 65. BRICS summit in South Africa to be held in person. Africanews. Last updated: 10/07/2023. Retrieve from. https://www.africanews.com/2023/07/10/brics-summit-in-south-africa-to-be-held-in-person/.
- 66. The Ministry of Foreign Affairs of the Russian Federation. (2023). Johannesburg II Declaration. 24 August 2023. Retrieve from. https://mid.ru/en/foreign_policy/news/1901504/.
- 67. 10th BRICS Summit. OIISD Web.25-27 July 2018. Retrieve from. https://sdg.iisd.org/events/10th-brics-summit/.
- 68. Al—Jazeera (2023) Russia, Syria, Turkey and Iran hold high-level talks in Moscow. 10 May 2023. Retrieve from. https://www.aljazeera.com/news/2023/5/10/russia-syria-turkey-and-iran-hold-high-level-talks-in-moscow.
- 69. China's Growing Global Influence: What's at Stake? US leadership global coalition. April 2021. Retrieve from. https://www.usglc.org/chinas-growing-influence-is-america-getting-left-behind/.
- How China benefits from Western sanctions on Russia's energy exports. Factbox: Reuters. March 22, 2023. Retrieve from. https://www.reuters.com/business/energy/ how-china-benefits-western-sanctions-russias-energyexports-2023-03-20/.
- 71. President Xi Jinping Holds Talks with Russian President Vladimir Putin. Embassy China in the Republic of Singapore. 22 Mar. 2023. Retrieve from. http://sg.china-embassy.gov.cn/eng/zgyw/202303/t20230322_11046184.htm.
- 72. BRICS nations offer a new world order as alternative to the West. Front line. Mar 27, 2023. Retrieve from. https://frontline.thehindu.com/news/brics-nations-offer-a-newworld-order-as-alternative-to-the-west/article66667657.ece.
- 73. Holmes F (2023) Central banks are buying gold at a record pace so far in 2023- US Global Investors. Mining Web. April 7, 2023. Retrieve from. https://www.mining.com/central-banks-are-buying-gold-at-a-record-pace-so-far-in-2023.

Copyright: ©2023 Awad Slimia. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

J Media Managem, 2023 Volume 5(5): 8-8