

SUWAN-ACHARIYA Shinasak

 <https://orcid.org/0000-0001-7124-6401>PhD (Economics),
Independent Scholar
in Philosophy and Political Economy
Mueang, Songkhla, Thailand
shinasak.author2025@gmail.com

INFORMATION NARRATIVES AND TEMPORAL SOVEREIGNTY IN THE EMERGING MULTIPOLAR ECONOMY

The article examines the relationship between information narratives and temporal sovereignty in the context of the emerging multipolar economy. The purpose of the article is to develop a conceptual framework explaining how information narratives influence economic expectations and the temporal coordination of economic governance. The hypothesis of the study is that information narratives shape economic expectations, which in turn influence the timing of economic policy and development strategies, thereby affecting the level of temporal sovereignty of states. The methodology includes conceptual analysis, comparative analysis of theoretical approaches in political economy and communication studies, and synthesis of interdisciplinary literature on narrative economics and temporality. The results of the study demonstrate that media and communication systems influence economic governance not only through information transmission but also through the construction of economic expectations that affect policy coordination and investment horizons. The conclusions confirm that information narratives constitute an important element of temporal sovereignty in the modern global economy and influence the strategic coordination of economic development in the multipolar international system.

Keywords: temporal sovereignty, information narratives, journalism, political economy, multipolar economy.

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СУВАН-АЧАРІЯ Чінасак

 <https://orcid.org/0000-0001-7124-6401>доктор філософії з економіки,
незалежний дослідник у галузі
філософії та політичної економії
Муеанг, Сонгкхла, Тайланд
shinasak.author2025@gmail.com

ІНФОРМАЦІЙНІ НАРАТИВИ ТА ТЕМПОРАЛЬНИЙ СУВЕРЕНІТЕТ У ФОРМУВАННІ БАГАТОПОЛЯРНОЇ ЕКОНОМІКИ

Стаття досліджує взаємозв'язок між інформаційними нарративами та часовим суверенітетом у контексті формування багатополарної економіки. Метою статті є розробка концептуальної рамки, що пояснює, як інформаційні нарративи впливають на економічні очікування та часову координацію економічного врядування. Гіпотеза дослідження полягає в тому, що інформаційні нарративи формують економічні очікування, які, у свою чергу, впливають на вибір часу реалізації економічної політики та стратегій розвитку, тим самим визначаючи рівень часового суверенітету держав. Методологія включає концептуальний аналіз, порівняльний аналіз теоретичних підходів у політичній економії та дослідженнях комунікації, а також синтез міждисциплінарної літератури з нарративної економіки та темпоральності. Результати дослідження демонструють, що медіа та комунікаційні системи впливають на економічне врядування не лише через передачу інформації, а й через конструювання економічних очікувань, які визначають координацію політики та інвестиційні горизонти. Висновки підтверджують, що інформаційні нарративи є важливим елементом часового суверенітету в сучасній глобальній економіці та впливають на стратегічну координацію економічного розвитку в багатополарній міжнародній системі.

Ключові слова: темпоральний суверенітет, інформаційні нарративи, журналістика, політична економія, багатополарна економіка.



Introduction

The interaction between communication systems and economic governance has become a defining feature of the contemporary global economy. Information flows generated through journalism, digital media platforms, and strategic communication institutions increasingly shape how economic events and policy decisions are interpreted by investors, policy-makers, and the public (Castells, 2009).

These interpretations influence economic expectations, investment behavior, and the perceived legitimacy of policy decisions. In periods of economic crisis or geopolitical tension, media narratives often become central to the construction of economic meaning, framing events in ways that shape public perception and policy discourse (Tooze, 2018).

Scholars in communication studies have long emphasized the role of media in structuring political and economic discourse through mechanisms such as agenda-setting and framing (Bennett & Livingston, 2018). At the same time, political economy research has highlighted the structural dynamics of global capitalism and the importance of long-term historical processes (Braudel, 1981; Wallerstein, 2004).

Despite these insights, the relationship between communication systems and the temporal coordination of economic policy remains insufficiently explored. Existing research has largely focused on the behavioral impact of economic narratives rather than their implications for the strategic timing of economic governance.

This paper addresses this gap by introducing the concept of *temporal sovereignty*, defined as the capacity of states to coordinate development processes across multiple temporal horizons. The central argument is that information narratives influence economic expectations, which in turn shape the coordination of policy timing and long-term development strategies.

The relationship between media systems and economic processes has attracted increasing scholarly attention across multiple disciplines. Research in communication studies has demonstrated that media narratives play a significant role in shaping public interpretations of economic events, policy reforms, and financial crises (Castells, 2009).

In the field of economics, the emerging literature on narrative economics highlights how widely circulated stories about economic developments influence expectations, market behavior, and policy outcomes (Shiller, 2017,2019). Narratives concerning economic growth, technological change, or financial instability often spread rapidly through media networks, shaping collective perceptions of economic reality.

At the same time, research on temporality has emphasized the importance of time structures in social and economic organization. Braudel (1981) introduced the concept of long-term historical time in capitalist development, while Adam (1995) explored how modern institutions organize temporal rhythms. Rosa (2013) further argues that contemporary societies are characterized by processes of social acceleration that reshape economic and social dynamics.

However, these strands of research remain largely disconnected. While communication studies examine narrative construction and political economy analyzes structural economic dynamics, relatively little attention has been paid to how information narratives influence the temporal coordination of economic governance.

This research seeks to bridge this gap by developing a conceptual framework that links narrative construction in media systems to the temporal organization of economic policy and development strategies.

The aim of this article is to develop a conceptual model explaining the relationship between information narratives, economic expectations, and temporal sovereignty in economic governance.

This study argues that information narratives shape economic expectations, which in turn structure the timing and coordination of economic policy and long-term development strategies. Consequently, information narratives constitute an indirect mechanism influencing the level of temporal sovereignty of states.

The methodology of the research is based on an interdisciplinary approach combining political economy, communication studies, and temporality research. The study uses conceptual analysis, comparative analysis of theoretical literature, and synthesis of existing research on narrative economics, media studies, and temporal structures in economic development.

The article includes four sections. The first section develops the conceptual framework of temporal sovereignty. The second one analyzes the role of media narratives in shaping economic perception and expectations. The third section examines the role of information power in the multipolar economy. The final section discusses the implications of the findings for economic governance and development strategies.

1. Conceptual framework: temporal sovereignty

Temporal sovereignty refers to the ability of states or economic systems to coordinate the timing of development processes such as industrial transformation, technological innovation, and infrastructure investment. Effective economic governance requires synchronization between multiple temporal dimensions of economic activity (Braudel, 1981). Economic development often involves long-term planning horizons, particularly in areas such as industrial policy and infrastructure development (Mazzucato, 2013). However, financial markets and global information networks operate at much shorter time scales, creating tensions between short-term expectations and long-term development strategies. Scholars of temporality have emphasized that economic and social institutions operate within multiple temporal rhythms (Adam, 1995; Koselleck, 2004). Managing these temporal dynamics, therefore, becomes a central challenge for economic governance.

Temporal sovereignty can thus be understood as a strategic capacity that allows states to maintain control over development timelines while navigating the pressures of global economic competition. The conceptual framework illustrating the relationship between information narratives, economic expectations, and policy coordination is presented in *Figure 1*.

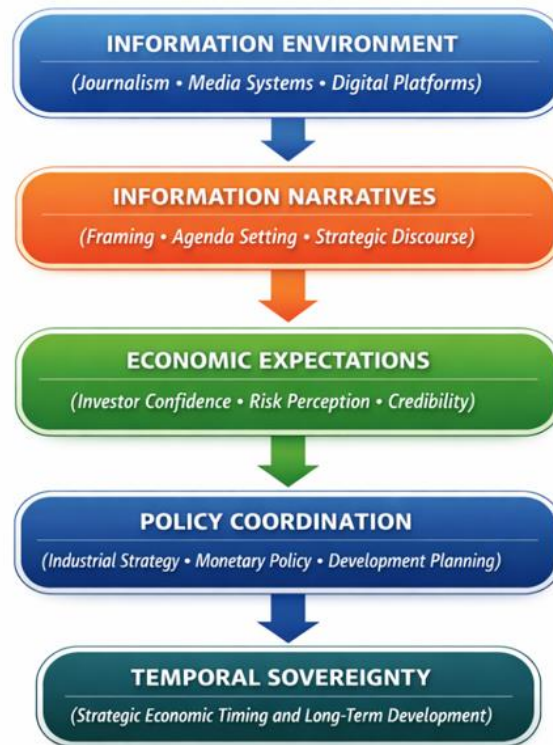


Figure 1. Information narratives, economic expectations, and temporal sovereignty in economic governance

Source: author’s conceptualization.

Figure 1 illustrates the conceptual relationship between information narratives, economic expectations, and temporal sovereignty. The model demonstrates that information narratives shape economic expectations through communication mechanisms such as framing and agenda-setting. These expectations, in turn, structure investment behavior and policy coordination, ultimately determining the capacity of states to maintain control over the temporal organization of development.

Table 1

Narrative power and economic timing in political economy

Dimension of narrative	Communication mechanism	Economic effect	Temporal impact
Crisis narratives	Media framing of instability or conflict	Capital flight and market volatility	Shortened investment horizons
Growth narratives	Positive economic storytelling and policy communication	Increased investor confidence	Expansion of long-term investment cycles
Reform narratives	Media support for institutional reform	Greater policy legitimacy	Stabilization of development planning
Geopolitical narratives	Strategic discourse on sanctions or global competition	Reorientation of trade and financial flows	Restructuring of development timelines

Source: Author’s elaboration.

Tables 1 and 2, presented above, illustrate the relationship among information narratives, economic expectations, and temporal coordination in economic governance.

Table 2

Temporal sovereignty and economic governance

Dimension	Low temporal sovereignty	High temporal sovereignty
Information environment	Fragmented media narratives	Coordinated strategic communication
Economic expectations	Volatile investor perceptions	Stable investment confidence
Policy coordination	Short-term reactive policies	Long-term strategic planning
Development trajectory	Disrupted economic cycles	Synchronized development timing

Source: Author’s elaboration.

They demonstrate that narrative power influences not only economic perception but also the timing of investment decisions, policy coordination, and long-term development planning. Countries with higher levels of temporal sovereignty are better able to coordinate long-term development strategies and maintain stable investment horizons. At the same time, fragmented information environments often lead to short-term decision-making and disrupted development cycles.

2. Media narratives and economic perception

Media narratives influence economic behavior by shaping expectations regarding stability, risk, and opportunity. Financial markets often respond not only to economic fundamentals but also to narrative interpretations of economic developments (Shiller, 2019).

Journalism and communication networks, therefore, play an important role in constructing economic meaning. Through framing and agenda-setting, media institutions shape public interpretations of economic policies and structural transformations (Bennett & Livingston, 2018).

Digital communication platforms have accelerated the circulation of economic narratives, creating rapid feedback loops between media discourse and economic decision-making (Castells, 2009). These dynamics can amplify perceptions of crisis or opportunity, influencing investment behavior and policy responses.

Narratives surrounding economic crises, sanctions regimes, or technological competition often shape how societies interpret global economic transformations (Tooze, 2018).

3. Information power in the multipolar economy

The transformation of the global economic system toward greater multipolarity has intensified competition in both economic and informational domains. Competing narratives regarding development models and economic governance increasingly influence international economic relations (Wallerstein, 2004).

Strategic communication and information management, therefore, become important components of economic sovereignty. States capable of shaping global economic narratives may strengthen the credibility of their economic institutions and development strategies (Castells, 2009).

At the same time, narratives surrounding technological competition and geopolitical conflict influence international economic expectations. Media representations of sanctions regimes or financial instability may shape perceptions of risk and opportunity in global markets (Tooze, 2018).

These dynamics illustrate how information power intersects with economic governance in the contemporary multipolar international system.

4. Discussion

The interaction between journalism and economic governance highlights the importance of interdisciplinary approaches in political economy research. Economic indicators such as growth rates, trade flows, and investment patterns are interpreted within broader narrative frameworks that shape expectations and policy debates (Shiller, 2017).

Integrating insights from communication studies and political economy may therefore provide a more comprehensive understanding of economic governance in the twenty-first century. Media narratives influence how economic events are interpreted, which in turn shapes policy legitimacy and institutional stability.

The concept of temporal sovereignty emphasizes the importance of coordinating economic time in development processes. States capable of aligning communication strategies with long-term economic planning may enhance their capacity for strategic development.

Conclusions

This article examined the relationship between information narratives and temporal sovereignty in the contemporary global economy. The aim of the research was to develop a conceptual framework explaining how information narratives influence economic expectations and the coordination of economic policy over time. The hypothesis that information narratives influence economic expectations and thereby affect the timing of economic governance and development strategies was confirmed.

The findings of this study demonstrate that communication systems and media narratives play a central role in shaping economic expectations, investment behavior, and policy coordination. In the context of an emerging multipolar economy, the management of information environments constitutes a critical dimension of economic sovereignty and long-term development planning.

Future research may focus on empirical analysis of how information narratives influence economic policy and development strategies in different institutional and geopolitical contexts, particularly in emerging economies.

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