

## IMAGE POLICY AS AN IMPORTANT FACTOR IN THE IMPROVEMENT AND PROGRESS OF THE COUNTRY

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### Abstract:

The paper looks at the state's internal and external image and the definitions of "concept" and "image" are clarified. The issues under discussion include the state image components, specifics of image building, specifics of country's image on the domestic and foreign markets, and the PR goals in the building of state's image.

**Keywords:** image, concept, state, corporation, formation, public relations.

### Introduction

The issues of formation and dissemination of the image of the country/territory in recent years have become relevant. This topic is of interest not only to political scientists, specialists in the field of international relations, but also to sociologists, geographers, and culturologists. The practical significance of research into the state and formation of the image of a particular region or an entire country is obvious: an attractive appearance can have a positive effect on attracting investments, developing tourism, etc.

The creation of a positive image of the country depends on the knowledge and proper use of technologies and mechanisms of image formation. In the context of the globalization of the information space, the image of the state is one of the most important factors in the country's competitiveness.

In modern society, information is of great importance, which, in the conditions of increasing information influence, acts as a resource and an important stimulator of social change. It is known that the transmission of information is capable of influencing public perceptions, constructing a vision of social reality. The image of the territory is constructed in our minds largely under the influence of information influence.

### Methodology

Mass media seems to be the main and effective channel for promoting the image of the country/territory. The use of information technology facilitates and accelerates the promotion of the required image. As the Russian political scientist A.I. Soloviev accurately noted, the Mass media are transmitters of public interests, and creators of politics.

The use of information technology facilitates and accelerates the promotion of the required image. Modern media is a world of unequal opportunities. At present, the main information flows in the world are controlled by international centers (13 donor countries provide 90% of the information product). As a result, information centers and peripheries dependent on them (electronic villages, according to M. McLuhan) were formed, characterized by the weakness of their own information centers and the corresponding industry.

In the era of information technology development, the visual image of the country/territories



acquires an important role. Unfortunately, in practical terms, the visual image is relegated to the background, considering it less significant, since it is widely believed that this is just an external picture that is not as effective as textual material. Visual communications are an integral part of the territory branding process, which includes its appearance, which is the task of marketing, PR, design and advertising.

The process of forming the image of a country/territory is influenced by the duration of presence in the media discourse. The image created and broadcast through the media is called the media image.

Photographs, drawn images, cartoons that are published in the press and reflect various aspects of political, social and cultural life form an idea of the country, acting as the main visual elements of the media image of the country.

The visual image is a combination of various logos, signs, and also forms the culture and communications of the territory, affects the environment and quality of life. As branding specialist P. Rodkin notes, branding of territories is based on a single international communicative language that blurs the differences between East and West, north and south, province and capital.

Many countries have a clear visual symbol that is easy to read and remember. At the present stage, in some, mainly European countries (France, Croatia, Italy, Slovenia), second-generation visual brands are functioning, which indicates the development of the first options and the creation of new stylistically and conceptually future-oriented visual symbols.

Modern information technologies, multimedia tools present extensive technological possibilities for visual pressure. Now there are much more means and channels for broadcasting visual information. But, despite the expansion of channels through which states could visually influence, they are not able to fully use them. One of the main reasons for this situation is the commercialization of space.

As the researcher A. Fedorova notes, "it is worth emphasizing that myths play an important role in the process of forming the image of the state. Often they "discover" themselves in photographs that suggest semantic polyvariance, and also contain signs or symbols. The French literary theorist, philosopher and semiotician Roland Barthes wrote about this phenomenon. An example is, for example, the myths about the country as a country where brown bears walk and often this mythologized image is used in illustrations.

Visual symbols are imprinted in the representations of people. So, when they say London, they immediately imagine Big Ben, Berlin - the Brandenburg Gate, when Uzbekistan - Samarkand, etc. Moreover, not only verbal images arise, but, first of all, visual ones, that is, an imaginary object is presented.

### **Results and Discussion**

The use of a visual symbol should be aimed at reinforcing the main idea of the image. If the visual image does not correspond to the advertising slogan, positioning, then it undermines the credibility of the place. Similar situations can occur when the territory imaging strategy is inconsistent.

Western researchers Kotler F., Asplund K., Rein I., Haider D. (Marketing of places. Attracting investments, enterprises, residents and tourists to cities, communes ...) developed four of the



most popular visual image strategies.

1. Diversified visual range. The point is that the audience is presented with a wide range of visual images associated with the area. This is done in order not to create an idea of a single character of the territory. The diversification strategy is used in large European cities. Two or three world-famous looks usually take precedence. They are complemented by a whole set of "small" images, with the help of which a full-fledged and versatile image is built.

2. Consistent visuals. This strategy is the opposite of a diversified visual. There is a single consistent visual range here. However, as experts in the field of imageology note, this complicates the appeal to the target group, since the same visual image may not suit all target groups of interest.

3. Humorous visuals. Wit and self-irony should be applied to the creation of the visual series in order to make the advertised territory attractive.

4. Negative visuals. Her strategy is to distribute to the target audience a huge number of positive image images, some of which subtly negate the negative aspects.

It should be borne in mind that the image is a dynamic image, the state of which should be constantly monitored and, if necessary, corrected in time. It should also be recognized that at the present stage, during the period of rapid information development and the expansion of information technologies, competition in the information influence market for creating a positive image is becoming acute.

The state should develop a comprehensive strategy for image formation, which should be based on the use of scientific developments in image science. At the present stage, the use of soft political technologies in promoting the image in the information field is relevant. It should also be noted that the presentation of image material should be based on the real state of affairs. The French image maker J. Seguela noted that "political advertising disguised as objective news "shoots" better than a whole series of ordered publications."

The activities of state structures should be aimed at creating and disseminating a positive image of the country/territory, as well as individual territories. The use of communication and information potential should be directed to the use of image technologies.

Thus, we agree to consider the image as a "working" construct in the formation of the necessary image. And by images (of any order) we mean only fragments of reality "reflected" in the minds of the participants in communication with varying degrees of adequacy.

Recall the distinctive features of the image, reflecting its instrumental nature:

The image is simplified compared to the object of which it is a public portrait. Its characteristic feature is dominance - this is a folded message, a significant amount of information is reduced to a limited set of characters;

- The image emphasizes the specificity and uniqueness of the object, which is fundamentally different from the stereotype, which generalizes, integrates, and does not individualize phenomena;

- The image is concrete, but mobile, changeable. It is constantly being adjusted, adapted to the requirements of the current situation, to the current expectations of the audience; the reaction of the recipient of information is controllable (the characteristics of the image of the state are quite stable);



- Image - communication with "feedback". Messages are generated taking into account the expected response of address groups;
- The image to a certain extent corresponds to the "prototype" and, at the same time, idealizes it, either by exaggerating advantageous features, or endowing it with additional ideological, social, psychological values, while focusing on the expectations of those for whom it is intended. In passing, we note that the characteristics of the image correspond to the main indicators of objective reality. They are always correlated with the subject (in our case, with states that are characterized by a certain geographical location, political regime, features of the economic system, demographic indicators and other "objective" parameters; The image is connected with the prototype, but all the less it lives according to its own laws in accordance with the spiritual orientations of everyday consciousness; The image combines the perceptions of the audience and the characteristics inherent in the object itself, activating in the audience those characteristics that have already been placed there.

### Conclusion

As a conclusion, it can be stated that relations with the media, including foreign ones, will be effective for building an image - and in the future - and a stable reputation, only if you build relationships with them on a trusting basis: trust the objectivity of journalists and respect their desire to publish information that is really valuable and relevant to the audience of his publication, avoid standards. For foreign journalists, the opinion about the disseminators of information (for example, official media) and the degree of openness of sources for obtaining information "first hand" are especially important.

Thus, the assessment of the existing international image of the country, the analysis of the formation of a certain kind of information network and the elimination of the causes that direct negative, inadequate, fragmented coverage, the establishment of reliable relationships with the global media community based on the laws of the media market and mutual cooperation? the main directions for correcting the image of the country in the world system.

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