
PRODUCTIVE POWER DEVELOPMENT AND REGIONAL ECONOMY

Petropavlovska S.

MARKETING APPROACH TO THE FORMATION OF THE STATE IMAGE

The globalization of all spheres of social life, information and communication revolution, new methods of interstate competition – led to many changes and the emergence of a qualitatively new trends of world development. Updating problems creating a positive and favorable image of the country to own a decent positioning in the international arena – one of these trends. Formation of image of the country is a strategic objective of the management of almost all countries in the world, and the world political map almost no countries that are not interested in the fact that the image in the eyes of the international community and they are or have it at all. After all, the right purposeful state policy on forming its own image helps not only to consolidate existing successes of the state, but also to build the necessary associative string any steps and decisions on the international arena.

Country – a unique conglomerate on a set of values, national interests, characteristics of geographical location, features state of the economic system, social and political processes, ethnic and cultural backgrounds, traditions, mores, customs and other parameters that are evolving in the community of people developing. The image of the state, like any other, has several layers and different aspects. In order to make a comprehensive study of the image of the country to analyze the image perception of citizens both within the state and outside, because of the international image

depends largely on the investment attractiveness of the country, expanding opportunities for tourism cooperation between the business community and so on.

But now believed foreign experts, Ukraine does not have any image, due to the general lack of information or lack of knowledge and inability to introduce ourselves favorably in the eyes of the international community. Today the issue of the country's image is not only a political issue. It is a question of national security, economic development, issues of democratic transformation. From that, what is the international authority of the country depends on the involvement of foreign investments and access of Ukrainian goods, technologies and services to the world market, and general attitude to our country and its citizens.

Within the marketing area usually distinguish the following key strategic areas: marketing image, attractions, infrastructure, population (provision of support from citizens, politicians, organizations). However, under the marketing image if summarize existing definition, understand the strategic direction of marketing territories associated with attracting investors and tourists by creating and distributing optimized picture area by organizing regional conferences and exhibitions; production of information and promotional materials; cooperation with regional, foreign and international organizations.