

INTERNATIONAL LAW AND INTERNATIONAL RELATIONS

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IMAGE DIPLOMACY OF POSITIONING STATES IN THE INTERNATIONAL ARENA

The article is devoted to importance of the country's image and its components in international relations; theory and concept position both domestic and foreign scientists. The principles of determining the country's image are based on using the tools of rating. Image diplomacy is defined as foreign policy, aimed at the formation and maintenance via PR-technologies and through the media image of national interests and clarify the purpose and explain main tasks of foreign policy and the formation of the desired world public opinion. Also the author have studied the impact of image on foreign policy international actors, the different approaches to scientific analysis position preference, the different political concepts of positioning and geopolitical image of the country deserve attention. Analyzed life of many developed countries in the world, including USA, UK, Japan and most European countries (France, Spain, Germany, Netherlands, Ireland, Belgium, Luxembourg, the Vatican, Poland, Czech Republic, Hungary, etc.)

Key words: positioning, image, "image diplomacy", brand, Public Relations, international, globalization, communication technologies.

Globalization and the growing political role of positioning factors make it possible and necessary to include them in the conceptual paradigm of national strategies as the most developed countries, and other countries where they are not only a tool of international influences, but also a part of foreign policy. The complexity and contradictions of international processes and phenomena caused special interest in the use of modern communication technologies as innovative component of foreign policy and international cooperation, which created new opportunities in positioning states in the global political environment.

Modern research of external relations determines that the positioning of the political factors considered to impact on international cooperation (foreign policy, cooperation on the level of integration associations, participation in international forums, promote national interests at the international level); the impact of the financial and economical relations (economic policy, formation of investment portfolios, «economic umbrella»); influence on public opinion and public relations (using positioning technologies by governmental structures vertically and horizontally); impact on domestic politics (propaganda by political factors positioning in society)¹.

Simon Anholt – the one who developed positioning theory by analyzing parametrical characteristics of image of the country in a political environment pointed to their relationship and stressed that the image of the country in favor of its competitive advantage in the international positioning. In terms of specialist foundation, positioning features are features of the countries, which together cause certain associations for its original image. Overall, researcher identifies parameters of such categorical image of the state as symbolize, that compliance with the existing traditions in the national and global community; conceptuality, that the presence of the main ideas that meets the requirements of the national interests; unique as the presence of recognizable features; coverage, range of influence is the image of society; availability of perception of the image; the integrity of the various components of the image of the state. It is important for policy positioning S.Anholt factor determines the investment prospects and attractiveness that combines such factors as the state of the economic and social situation in the country, the attractiveness of the country for a workforce, brand recognition and higher education factor the quality of exported goods is determined by the level of science and high technology in the country and recognition of its economic

¹ Макаренко, Є.А., Рижков, М.М., Ожеван, М.А. та ін. (2012). *Інноваційна дипломатія XXI століття*: монографія. Київ: Центр вільної преси, 408.

power. Thus, the approach S.Anholt's demonstrates the importance of positioning as a tool for ensuring national interests of the international interactions^{1,2}.

Among different political concepts of positioning there is a concept that deserves attention in geopolitical image of the country, supporters of which are well-known experts Z.Bzhezynskyy, I.Vasylenko, D.Zamyatin, V.Inozemtsev, D.Muazi, I.Panarin, G.Pocheptsov, K.Haushofer and which justified the establishment and operation of key structures shaped by which to understand and clearly structure and purposeful disinform geographical area that covers most striking and recognizable characteristics of certain territories, countries, regions, indicating their political context. Given the different approaches to scientific analysis position preference, summarize them as follows: 1). geographical parameters (geographical location, size of the geopolitical characteristics); 2). demographics (population, urbanization, structural characteristics – age, ethnic, religious, etc.); 3). political parameters (political and administrative organization of society and state, the stability of the political system, political reputation in international relations); 4). economic parameters (economic policy, the availability of natural resources, the development of technology, the potential industrial and agricultural production, investment attractiveness, competitiveness, level of professional qualification of human resources, which are determined taking into account geopolitical factors, economic diplomacy, foreign aid); 5). military options (military strength, range of military capabilities, the level of power of the armed forces and military organizations in general, the degree of military tradition); 6). scientific and technical parameters (scientific and technical potential, innovative resources, infrastructure development, information and communication and other high technology); 7). historical parameters (historical reputation of the state as a subject of international relations); psychological parameters (historically conditioned mentality of the population); 8). parameters of formal or informal status in the international political hierarchy (superpower state, great power, medium power, low power, regional power center, etc.); 9). quality parameters of diplomatic civil service and its traditions^{3 4}.

Creating positive image and attractiveness of the state in the international arena belongs to the important tasks of diplomatic missions, ministries of foreign affairs and trade diplomats in general, although their actual capabilities completely or temporarily affect change existing perception of the country abroad is often limited. B.Hokin known modern theorist of diplomacy, which analyzed the impact of the perception of the country in decisions of international actors, says that 72% of the country's reputation is basis of various forms of international cooperation⁵.

Tangent to the positive positioning can be considered «image-diplomacy» which understood as activities aimed at positioning the reputation of the national interests and foreign policy priorities and to form the desired public opinion. In general, modern communicative technologies considered as a socio-political phenomenon, functioning in various forms, realized through instruments and mechanisms ensuring the positioning and international, national, corporate and public interests. Representatives of state interests are considered as major political actors of international relations, multinational corporations as subjects of the latest political and economic cooperation, community organizations, denominations, diaspora and other representative associations. Image diplomacy as a component of «soft power» is a factor in decision-making in foreign policy in the context of promoting national values, democratic and multi-complex strategic interests (economic, financial, political and military)⁶.

In national political science expert analysis «image diplomacy» filed papers, E.Tyhomyrova, O.Shevchenko, Y.Schehelska, T.Tytarenko, O.Yalova, A.Yedamova and others who determine the «image diplomacy» as activity on international arena associated with the formation and promotion of foreign relations of the national idea of the country, its intellectual property as complex associations

¹ Anholt, S. (2004). *Branding places and nations. Brands and Branding (The Economist Series)*. Bloomberg Press, 213-226.

² Anholt, S. (2009). *Places: Identity, Image and Reputation*. Palgrave: Macmillan, 132.

³ Титаренко, Т.В. (2011). Об'єктивні характеристики та функції іміджування держави в міжнародних відносинах. *Актуальні проблеми міжнародних відносин*. Київ: 101, 1, 155-165.

⁴ Титаренко, Т.В. (2011). Імідж України в Росії на початку ХХІ століття. *Актуальні проблеми міжнародних відносин*. Київ: 101, 2, 180-190.

⁵ Губерський, Л.В. (2001). Деякі шляхи забезпечення позитивного міжнародного іміджу України. *Актуальні проблеми міжнародних відносин*. Київ: 30, 1, 12-15.

⁶ Почепцов, Г.Г. (2000). *Паблік рилейшнз для професіоналов*. Москва: Рефл-бук, 624.

and perceptions that influence the perception of the image of the country in the international environment^{1 2 3}.

In her works E.Tyhomyrova analyzes the current problems of public relations in conditions of international transformations, focusing the attention on the growing role of public relations in the process of democratization and humanization global processes as growth factor weights communication enables the improvement of social organization, coordination of efforts the world community to ensure democratic forms of control and feedback in a global society. Also, the author argues, that the general purpose of PR-activities of international actors in global progress is to harmonize international relations and information providing global processes, creating a positive image of globalization, confidence in the institutions of global governance and support from the world community integration at all levels of the architecture of global governance, but each member of the global communication process has goals associated with providing it in an international environment favorable living conditions and a modicum of support from the international public⁴.

Decisive role of PR technologies as a catalyst for foreign policy processes that are ambiguous heritage for international cooperation, O.Shevchenko stresses: the one hand PR technology, in its view, provide international mutual relationships and contribute to the effectiveness of political management, open new opportunities for national interests to achieve political objectives; on the other hand, PR technologies form new types of polarization in the world today confirm the benefits of the developed countries in the political system of the world. Concept PR – technologies as a factor in positioning is realized by means of foreign ministries and diplomatic missions, national institutions for the implementation of national projectiles and forming attraction with both political and economic dimensions, defining foreign policy priorities aimed at developing and maintaining a positive image, to create in effective communication with other international actors towards mutual understanding and the search for mutually acceptable solutions. International experience of PR technologies, O.Shevchenko says, makes it possible to define national priorities and differences, ways of coordinating the political will of states, that are combined with public interest initiative of global development. Factors include international actors in the international political processes form the foreign policy priorities of image technologies contribute to national interests, define the concept of national PR-strategy, image potential and branding of state⁵.

According to Ukrainian researcher of positioning Y.Schehelska, states in the context of globalization, computerization and integration of the countries to various international organizations, groups and organizations in virtually all countries of the world more and more urgent protection of sovereignty in international relations, preservation of national identity, ensuring optimal internal and external conditions of state creativity nation of civilizational mission.

Offering integrated concept image of the country, the researcher notes that «integrated image is the product of centuries of synthesis in the public consciousness and culture of the nation state creativity some distinctive ethnic characteristics». Because of that, Y.Schehelska thought that, formed a holistic view of national identity, mission, and a nation and country in the world, and created content and semantic components of communication both within the national community and with the outside world. Emphasize that, the concept of an integrated image of the country through its definition implies a two strategically important components of life of the nation and the country – namely positioning and historic mission. The integrated image of the country becomes an effective instrument of internal and foreign policy, as the focus of the future gives him an active character, and the realization created based on this strategic program development enables him to materialize. In mid-state integrated image of the country is the basis of self

¹ Макаренко, Є.А., Рижков, М.М., Кучмій, О.П., Фролова, О.М. (2014). *Міжнародна інформація: терміни і коментарі*. Київ: Центр вільної преси, 280.

² Шевченко, О.В. (2003). *PR-технології в міжнародних відносинах (європейський досвід та перспективи України)*: монографія. Київ: Відділ оперативної поліграфії Інституту міжнародних відносин Київського національного університету імені Тараса Шевченка, 187.

³ Щегельська, Ю.П. (2008). *Інтегрований образ країни як складова політичної культури суспільства*: дис. на здобуття ступеню канд. політ. наук: 23.00.03. Київ, 202.

⁴ Тихомирова, Є.Б. (2005). *Рольова участь публік рилейнз у процесах політичної глобалізації*: автореф. дис. на здобуття наук. ступеня д-ра політ. наук: 23.00.03. Київ: Центр вільної преси, 28.

⁵ Шевченко, О.В. (2003). *PR-технології в міжнародних відносинах (європейський досвід та перспективи України)*: монографія. Київ: Відділ оперативної поліграфії Інституту міжнародних відносин Київського національного університету імені Тараса Шевченка, 187.

nation's own identity and uniqueness, strengthening self-esteem and dignity, self-forming society in their own abilities and capabilities and on this basis – respect to other nations and states. «The nature of integrated image of the country, Y.Schehelska determined such components as identification / (same) identity, civilizational mission and positioning. In fact, integrated image of the country is concentrated notifying her that the recipient of this message is able to «decode» and get a full set of data on the geopolitical situation of the country, its civilizational and historical achievements, among other communities, predictable behavior on the international scene, expansionist claims etc¹.

Researchers state branding E. Jaffe and I. Nebenzahl believe that the «country brand perception is influenced by its people, culture, level of economic development, quality of products in the segment where the country has competitive advantages and more». «Brand of state, emphasizing academics, largely depends on the geopolitical situation of the country, its economic strength, transparency of political institutions and the functioning of civil society». A significant part of the country brand, according to experts, is its «personality», that is the image of self-perception, which corresponds to reality and should be linked to the objective interests of the nation and the people in general, and the brand is characterized by national characteristics that are inherent in all social groups and individuals. The researchers stress the priority of state brand the country, stressing that influential brands marketed through products and services that are the result of international state activity².

The original view can be counted according to American researcher Y.Fen, who stresses that «country branding involves the use of branding and marketing communications to promote and support the country's image». The author notes that there is a difference between the concepts of branding the country and branding the product, because the state is not the product, its brand is present and includes a wide range of factors and associations, namely territorial basis (geographical specificity) resource indication (natural wealth) recreation attributes (tourist attraction), mental characteristics (race, ethnic group, history, culture, language), political and economic characteristics (stability and dynamic development, social institutions, infrastructure), etc³.

In the development of a common definition of public branding, Ukrainian researcher O.Shevchenko distinguishes the concept of branding in the state of international relations and branding as the state determines reputational and image strategy, aimed at positioning the positive state of the world. National branding, as part of foreign policy, is also conditioned by international competition and the need to ensure the geostrategic, geopolitical and national interests in international relations. In contradiction to public branding, state brand denotes the set of iconic characters that make up for the original positive characteristics that responsible with a relatively established stereotypical image of a country and contribute to its identification among other subjects of international relations.

We can distinguished following functions, of the these characteristics public branding, as⁴:

- changing negative stereotypes or reinforcing some positive stereotypes about the state and its society;
- facilitate the (re-) definition and (re-) structure of national identity (for example, the creation of a «european» identity was necessary for most countries that sought to integrate into the European Union as a factor of «european» was a defining theme of talks on European integration);
- distance from state of competitors; so states in Central and Eastern Europe needed to distance itself from the communist images and negative associations that caused the «Eastern Europe», as in the mass consciousness of Western communities are identified stereotypes retardation, hopelessness, poverty and negativity. It was during the «cold war» Eastern Europe and Communism were identical concepts, and so most transition countries positioned themselves in the process of European integration as a Central European country;
- the possibility of the country to fix its brand in the international information space;
- forming ideas about a state as an influential actor in the world, the region or the leader of the transition process.

¹ Щегельська, Ю.П. (2008). *Інтегрований образ країни як складова політичної культури суспільства*: дис. на здобуття ступеню канд. політ. наук: 23.00.03. Київ, 202.

² Jaffe, E.-D., Nebenzahl, I.-D. (2001). *National Image and Competitive Advantage: The Theory and Practice of Country-Of-Origin Effect*. Copenhagen: Business School Press, 186.

³ Ялова, О.В. (2006). *Імідж України на західному і російському векторах зовнішньої політики*: автореф. дис. на здобуття наук. ступеня канд. політ. наук: 23.00.04. Київ, 22.

⁴ Шевченко, Г.В. (2008). *Застосування бренд-технологій для позиціонування політичної ідеології держави. Актуальні проблеми міжнародних відносин*. Київ: 79, 1, 135-141.

Accordingly, national branding defines as a strategy of positioning of state using communication technologies to create a unique image and competitive to ensure national interests in internal it and the external environment. State branding entered into the modern practice of life many developed countries in the world, including USA, UK, Japan and most European countries (France, Spain, Germany, Netherlands, Ireland, Belgium, Luxembourg, the Vatican, Poland, Czech Republic, Hungary, etc.). Also state branding implemented in other countries, as the political elite and experts on branding these states are convinced that well-formed national brand is able to create more favorable conditions for attracting foreign direct investment inflow of tourists, trade facilitation and improvement of political relations with other countries¹.

For positive positioning in contemporary international relations are important and powerful tools IR (investor relations), covering the area of direct communications with investors regarding positioning the investment climate, investment attractiveness and investment attraction. The concept of «IR – positioning» in the foreign studies are often presented as «Investment Relations». It is interpreted as sphere of activity, located at the crossing of external and financial policy, communication policy, marketing and rights and aims to build the most effective two-way communication between the company, the investment community and other interest groups that affect or could potentially affect the evaluation of investment attractiveness of international actors. The term is also used to refer to the structures involved in debugging and maintaining relationships with shareholders and partners. IR – positioning and considered as the direction Public Relations, which seeks to develop a strategy of public presentations, informational and analytical events, aimed at establishing effective relations with shareholders, investors, financial analysts, investment banks, government authorities, creditors, it PR-support privatization, acquisitions, restructuring, additional emissions, changes in ownership structure, the shareholders meeting, preparation of quarterly and annual reports, involving loans etc².

Russian researcher Y.Korchagin said that the term «investment attractiveness of the country» should be understood as a set of factors that determine the flow of investment into the country or outflow of capital, including human capital outflow. Also, the investment attractiveness of (climate) countries defined investment potential and integral investment risk, with integrated investment potential into account the country's readiness to accept investments from the relevant guarantees preservation of capital and profits investors and includes the following components: innovation potential (level of fundamental, high school and applied science); production capacity is closely associated with innovation (GDP, industry and their structure); institutional capacity (the state's ability to function, the degree of development of market economy institutions); intellectual capacity (the level and quality of human capital); financial strength (stability of the financial system, foreign exchange reserves, profitability of industries); potential consumer (aggregate purchasing power); infrastructure (economic and geographical situation of the country and its infrastructure provision); employment potential associated with the national human capital, defined human resources and their level of education; resources and raw material potential (supply economics of natural resources)³.

The important factor for IR – positioning are indices and ratings, by which the investment community receives including information on the effectiveness of policies and investment positioning states risks cooperation with those or other international actor. The most famous product of rating agencies – is solvency. This corresponds to a higher ranking lower risk of non-payment, that essentially refers to the investment attractiveness of investment efficiency or positioning the state as determined by experts of the organizations or companies. Functions of international actors for the protection and realization of national interests due to increasing competition impacts and scaling parameters of political positioning international actors in the system of global interactions significantly transformed, which leads to complex use of organizational resources, including to the assets of the foreign policies instruments both direct and indirect influence⁴.

The specific impact of the international rating using tools presented in scientific work O. Hrebinichenko «International ratings of Ukraine as a factor of influence on national security»⁵.

¹ Єдамова, А.М. (2010). Особливості Формування інвестиційної політики держави в умовах міжнародної політичної конкуренції. *Актуальні проблеми міжнародних відносин*. Київ: 93, 1, 123-127.

² Єдамова, А.М. (2010). Особливості Формування інвестиційної політики держави в умов міжнародної політичної конкуренції. *Актуальні проблеми міжнародних відносин*. Київ: 93, 1, 123-127.

³ Корчагин, Ю.А., Маличенко, І.П. (2008). *Інвестиції: теорія і практика: учебное пособие*. Москва: ЮНИТИ-ДАНА, 453.

⁴ Єдамова, А.М. (2010). Особливості формування інвестиційної політики держави в умов міжнародної політичної конкуренції. *Актуальні проблеми міжнародних відносин*. Київ: 93, 1, 123-127.

⁵ Гребініченко, О.Ю. (2008). *Міжнародні рейтинги України як фактор впливу на національну безпеку держави: дис. на здобуття ступеню кандидата політ. наук* : 21.01.01. Київ: 221.

The author argues that the important factors of national and international positioning is recognized focus of international political communications, transit democratic institutions and values, protection of fundamental human rights, rule of law, social security, that the strategy of «soft» impact on the internal and external political communication «soft desovereignization», which comes amid political and structuring the communication space state.

Thus, the growth of political importance intensify global investment process, its impact on the modernization of modern society confirms the transformational nature of modern international systems and global development, to predict its noticeable impact on strategic stability at both the national, regional, and on trans-regional and global levels and positioning the investment policy is both a factor in the development of international cooperation in the global environment and tool for foreign policy of international actors.

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