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TENDENCIES OF UKRAINE'S IMAGE FORMATION IN POLISH INFORMATION SPACE

Taking into account the fact that Ukraine and Poland are closely linked in historical, political and cultural development, the purpose of the article is to determine the general tendencies and perspectives of Ukraine's image formation in the information space of the neighbor state. The article analyzes the theoretical and practical aspects of this process. In the context of active democratic transformations taking place in Ukraine, at the stage of the building of Ukraine's relations with the European Union, the question of positive image formation plays a particularly important role. The article reveals tendencies of the image formation of Ukraine in the information space of Poland: the impact of the leading countries, world upheavals, the necessity of new mechanisms of image formation by the Ukrainian authorities and others.

Keywords: information space, international image, national brand, information policy.

INTRODUCTION

In today's context, when information and communication aspects in all the variety of their forms and manifestations are beginning to play an increasingly prominent role in the domestic and foreign policy of the state, the issues of meaningful filling of the image of the countries (a set of relatively stable ideas about a particular national community, its history, political system, economy, which are formed and broadcasted within this community and from outside), as well as mechanisms for promotion and correction of its image, become very important. Current global information and political realities, that are associated with the intensification of competition between the leading powers and their associations – centers of international influence, give a special relevance to this set of problems.

At present the problem for Ukraine is the lack of large-scale exploration of the issue of its image formation among citizens of other states. It was formed fragmentarily, mostly by negative information and in the absence of systematic work in the short and long term. The model of a positive image formation of the country is embodied in the state strategy for the short- and long-term perspective. State branding, along with public diplomacy and international communications, is one of the main strategies for the image and reputation formation of the country.

Problems of the state image formation are widely studied in the context of economic (S. Anholt¹) and political science (E. Galumov², G. Pocheptsov³). The scientific works of Ukrainian and foreign specialists in the field of public administration are of interest in the context of the study of this issue. Among them we can separately distinguish the scientific works of E. Romat⁴, E. Smith⁵, N. Khazratova⁶.

The group of researchers, who represents leading foreign scientific centers and schools in the field of political image, information space and communication, including those who specialize in the problem of formation and promotion of a positive image of the state, can be represented by: S. Anholt⁷, K. Keller⁸, A. Sengupta⁹, A. Scott¹⁰, E. Sampson¹¹, F. Uebster¹² and others.

¹ Anholt, S. (2007). *Competitive identity: The new brand management for nations, cities and regions*. Basingstroke: Palgrave Macmillan.

² Галумов, Э. (2002). *PR в международных отношениях. Информация. Дипломатия. Психология*. Москва: Известия; Галумов, Э. (2003). *Международный имидж России: стратегия формирования*. Москва: Известия.

³ Почепцов, Г. (2006). *Паблік релейшенз: навчальний посібник*. Київ: Знання.

⁴ Ромат, Є. (2006). *Паблік релейшенз: навчальний посібник*. Київ: Знання.

⁵ Ромат, Є. (2003). *Трансформація моделі державного управління рекламною діяльністю у перехідних умовах*. Київ: Вид-во НАДУ.

⁶ Сміт, Е. (1994). *Національна ідентичність*. Київ: «Основи».

⁷ Хазратова, Н. (2001). Структурна модель образу держави. *Психологічні перспективи*, 1, 26-36.

⁸ Анхольт, С., Хильдрет Дж. (2010). *Бренд Америка*. Москва: Добрая книга.

⁹ Keller, K. L. (1998). *Strategic brand management*. New York: Prentice Hall.

¹⁰ Sengupta, A. (2017). *Symbols and the image of the state in Eurasia*. Singapore: Springer.

¹¹ Scott, A. (2006). *The image of the state and the expansion of the international system*. Oxford: University of Oxford.

¹² Sampson, E. (1996). *Image factor*. London: Kogan Page.

¹³ Уэбстер, Ф. (2004). *Теории информационного общества*. Москва: Аспект Пресс.

Nowadays, when technical media create the opportunities for the production of large amounts of secondary information – texts, images, etc., the problem of state image creation in the media (television, press, the Internet) becomes more important¹. Thus, M. McLuhan and K. Fiore, pointing to the growing importance of the media, wrote that they are becoming a "systematic element of politics", and gaining "a new institutional status in it, gradually losing their former role – simply a mean, an instrument"². Today, the media are the most powerful information tool for the state image formation on the international arena, that have levers of influence on the minds, emotions of individuals, groups of people, nations, and even the reliability of the information being produced.

1. THEORETICAL ASPECT OF UKRAINE'S IMAGE FORMATION IN THE EXTERNAL INFORMATION SPACE

Nowadays, there is a trend that more and more people are interested in preserving their identities and cultural features in their countries. The peculiarities of the region, certain national traditions, historical memory of the people, ideology and worldview create a holistic image, on the basis of which we can identify a country within the entire world community. Over the last half-century of technological progress, information wars and the spread of the Internet on all continents, certain trends not only in the Ukrainian, but also in the world development, have emerged. Among them the transition to a post-information society, the expansion of intercultural interaction and the need to preserve cultural identity can be highlighted.

Information policy of the state in this matter is of particular importance.

Researchers pay great attention to analyzing the structure and content of the state image. T. Connoli and L. Beach distinguish three types of image components: goal (final, desirable imagination), strategy (general plan for goal achievement), and trajectory (tactical behavior for the strategy implementation)³.

A completely different structure of the image is proposed by E. Sampson, who distinguishes the following three components:

- "self-image" (it comes from an experience and display the actual status of self-perception of the subject);
- the image perceived by others (impressions of other people, groups about the carrier of the image);
- the necessary image (those impressions that must be achieved, the purpose of the image creation)⁴.

B. Bruce identifies two stages in the process of image formation, in which the state and its administrative apparatus would appear in the most favorable light:

- previous impact on the masses;
- preparation of the event expectations in community groups;
- correction of the event announcement in media in case of an unsuccessful initial informing⁵.

I. Lacoste points out that information is crucial for modern geopolitical processes, the worldview of citizens becomes dependent on telecommunications, and the population of states is focused not on rational approaches, but on attractive images and ideas created by mass media⁶. Therefore, such direction in the field of public policy, as the formation of a positive image of the state, is becoming increasingly important.

The image of the country, according to E. Galumov, should be formed in a clear sequence: from the stage of a political and geographical image to a holistic national image, because another approach will destroy the logic of perception and may lead to a mismatch between the desired image and the real one⁷.

¹ Попова, Л. (2011). Тенденції формування образу країни в сучасному країнознавстві. *Мова і культура*, 14, 112-116. <doi:http://nbuv.gov.ua/UJRN/Mik_2011_14_7_20>. (2019, November, 10).

² McLuhan, M., Fiore, Q. (1996). *The medium is the message, an inventory of effects*. New York: Wired Books, 5.

³ Connoli, T., Beach, L. (2002). *The theory of image theory: An examination of the central conceptual structure*, Cambridge, 759.

⁴ Sampson, E. (1996). *Image factor*. London: Kogan Page.

⁵ Bruce, B. (1992). *Images of power*. London, 306.

⁶ Lacoste, Y. (1993). Une mode qui n'est pas futile Durand V.-F., Levy J., Retaile D. *Le Monde: espaces et sistemas*. Paris, 72.

⁷ Галумов, Э. (2003). *Международный имидж современной России: автореферат диссертации на соискание ученой степени доктора политических наук*. Москва, 18.

In the context of active democratic transformations taking place in Ukraine, at the stage of active building of relations between Ukraine and the European Union, the issue of Ukraine's presence in the information space of the neighboring countries plays an especially important role, because the issue of informing the society, forming public opinion and positive attitude to state transformations are mostly determined by the activities of the media.

The imagery of Ukraine and Ukrainians is a collection of certain images, symbols, stereotypes and expectations of external stakeholders, formed by information resources. These resources are the tools for construction of socio-political reality. The influential actors of this process are the leading states of the world, who are trying to form an information space not only in their own territory. Such states are the United States of America and Russian Federation. Discourse of states that have a common border with Ukraine is particularly interesting. These are Hungary and Poland. Studying the image of Ukraine and attitudes to Ukrainians in such countries is the basis for correcting domestic information policy and partnerships in the field of international diplomacy.

2. POLAND BRANDING EXPERIENCE AND ITS APPLICATION IN UKRAINIAN REALITIES

For Ukraine, the experience of the closest neighbor, Poland, which has undergone democratic transformations and is now a full member of the European Union and NATO, is extremely valuable. In this sense Poland is the most successful example, because, firstly, this country started the process of integration into the EU immediately after the end of the Cold War, and also had a consensus in Polish society on the issue of European integration, unlike in Ukraine. Secondly, Poland has always had close links with the West, institutional representative offices, and developed cultural exchanges. Polish media have played a considerable role in these changes. The same task is facing the Ukrainian media today. However, by 2014, in the external information space, Ukraine had mostly figured as the target of Russian integration strategies than pro-European ones, and the European stereotype of Ukraine as a part of the "Russian world" had its valid grounds¹.

For Poland, the problem of national brand creation became especially urgent when the country was about to join the European Union. At the same time, the question had immediately arisen: what was Poland in the eyes of its future international partners? In the early 1990s, in the East this country was often referred to the anti-communist union "Solidarity" and the rapid reconstruction of the economy through the "shock therapy". In 2001, the DDB advertising agency conducted the research of the image of Poland in the eyes of Europeans in Western Europe. It turned out that the most common stereotypes of the past were chaos in the economy, slowness, vodka, the Catholic Church, car theft.

The first attempt to reverse the negative trends in national branding was initiated by the Polish government in 1996, when the Brand – to – Brand program was launched in the country. Its purpose was to support Polish brands in Poland and abroad, to organize promotions for Polish enterprises, and to publish materials on the traditions of national industry. In the late 1990s, the task of Poland's positive image promotion abroad was entrusted to the Foreign Investment Agency (PAI). As a result, an advertising campaign was launched in Western Europe and the United States with the aim to attract investment by creating a dynamic and modern image of the Polish economy. The target audience was executives of Western companies, Western economists and market experts. In the course of this project, the Agency has placed commercials in the business programs of leading international TV channels (from World Service to CNN), as well as advertising layouts in the most famous business newspapers in Western Europe and the USA. However, this program was not effective enough because of its narrow focus (investment attraction) and the specificity of the target audience. Therefore, the Ministry of Foreign Affairs of Poland has announced a tender for the creation of a national logo.

Poland's current branding strategy is based on two main categories: tourism and trade through the social capital of Polish society strengthening. Ultimately, images and stereotypes, that take root in the short or long term, are created, and then the task of branding is to consolidate these results or find mechanisms for correcting them².

¹ Пахльовська, О. (2018). Вкрадена Європа і Україна: між новим Мюнхеном і Ялтою-2. «Нова Європа». Львів: Видавництво Старого Лева, 106.

² Нагорняк, Т. (2013). *Брендинг території як державна та регіональна політика*. Донецьк: Вид-во Ноулідж, 201.

3. IMAGE OF UKRAINE IN POLISH MEDIA

Displaying Ukraine's image in the eyes of Poland is highly important today because of close neighborhood of these two countries. Among the reasons of choosing Ukraine's presence in Poland's information space as a topic for more detailed research are:

- 1) Ukraine and Poland are closely linked in historical, political and cultural development;
- 2) Poland plays an important role in promoting Ukrainian interests in the EU.

Among the factors that affect the formation of Ukraine's international image most actively, the Polish experts identify the following: political situation; diplomatic relations; Ukrainian civil society; the media; foreign economic activity; Ukrainian diasporas; the Ukrainian political and economic elite. According to Polish experts' point of view, the influence of Ukrainian NGOs and PR agencies on Ukraine's international image formation is insignificant. It is not only a matter of insufficient activity from the side of the Ukrainian media and public organizations, but a slight development of these important civil society institutions in Ukraine¹.

In 2015, TNS company in order of the Institute for World Policy in frames of the project "New European Policy: Filling the Gaps in Information" has conducted a survey among 5 594 people in the UK, Spain, Italy, Germany, Poland and France. Ukraine is primarily associated with conflict / war – 46% of the six EU's countries citizens (this association has a big breakaway from the rest). Interestingly, it leads not only among all the answers, but also in terms of what is first among the associations with Ukraine in general. Regarding well-known figures, Ukraine is traditionally associated with Andriy Shevchenko (1%) and Klitschko brothers (2%). In addition to Vitaliy Klitschko, who is better known as a sportsman, Ukraine is associated with two politicians – Petro Poroshenko and Yulia Tymoshenko. Ukraine is associated mostly with the President in Poland and Germany, with the former prime minister in Poland and Italy².

"Rzeczpospolita" is one of the high-quality Polish publications that influences not only the formation of public opinion, but also the decision-making process by representatives of different levels of the Polish authorities. "Rzeczpospolita" provides up-to-date, comprehensive and unbiased information on the international situation, socio-political, economic and cultural life of modern Ukraine. Today Ukrainian country has the image of a pro-Western country. The greatest attention is paid to the political life of the state, as well as to Ukraine's international relations. Messages about the economic development are submitted in the context of the country's political life. And sports events, cultural and scientific development of the country are highlighted only during the period of major sports competitions (Euro-2012) or are confined to certain cultural events or visits.

The analysis of the data shows that the majority of the articles published in the newspaper on the subject of Ukraine have a critical content (61%) and are primarily related to criticism of the authorities. 39% of the information, which is mainly related to the history, protests of the Euromaidan period, etc., is presented in a positive way. The analysis of publications allows to state that the leading theme in the coverage of the publication is the heading "European Union" (23%). Among the other most represented sections are the Ukrainian-Russian relations (14%) and gas supply issues (13%), which are thematically related. First of all, this is due to the events that took place in our country, as well as changes in international relations and the role that Ukraine has played in them. Thus, the increase of reports on Ukraine has occurred at the end of 2013; after that the steady interest to the Ukrainian state on the pages of the Polish weekly has become noticeable³.

Ukraine's political integration must begin with the cultural and information integration. This is a long and complicated process because the information environment is extremely competitive. It is definitely that, in comparison with the last decade, more and more intensive movement of people, ideas, projects, is observed.

¹ Лавриненко, Г. (2011), Формування міжнародного іміджу України в західному світі (на прикладі Польщі). *Схід*, 4 (111), 153.

² Бондаренко, С. (2017). *Інформаційний напрям політики захисту національних інтересів держави*: дисертація на здобуття наукового ступеня кандидата політичних наук. Вінниця, 170.

³ Польовик, С. (2016). Контент-аналіз польського видання "Річ Посполита"(Rzeczpospolita) як джерела формування інформаційно-бібліографічного бюлетеня «Україна у відгуках зарубіжної преси». *Вісник Одеського національного університету. Серія: Бібліотекознавство, бібліографознавство, книгознавство*, 21, 1, 66.

But at the informational level, Ukraine does not pursue a necessary overseas policy that meets the needs of the times, unlike its closest neighbor, Poland. The policy that was neglected in previous years is now up to date. The Ukrainian media report on the achievements of start-ups, vyshyvanka, which are worn by members of the royal family. But culturally, Ukraine is still not part of any of the Western canons, so it remains mostly incomprehensible for Europe. Therefore, any action today requires more effort and additional resources. The incompleteness and imbalance of the information field of Ukrainian culture in the West is one of the most serious brakes of European integration¹.

One of the main expectations that is associated with Ukraine abroad is the expectation of the information about real internal changes.

CONCLUSION

Europe of the 21st century has changed dramatically in comparison with the usual pattern of previous long periods of its evolutionary transformations, with specific to the Old World slow flow of development and refinement of ideas and ideologies, cultural meanings, economic concepts and technologies. The tempo and saturation of the modern information age dictates a new agenda for the continent, which is habitually associated with the image of the trendsetter in all spheres of human life. The modern Europe is trying to embody a project of a single, dynamic, competitive in the world markets economic, technological, political, cultural and educational space. Obviously, Ukraine must overcome this way along with the EU.

Bipolarism on the background of the Europe's crises remains the main concept of the political structure of the world, and the world political order is determined by the hegemonic countries. In this system of relations, Ukraine is associated with such factors as external debt, financial dependence and the influence of the border states. The need of understanding the perception of Ukraine's image by the Polish media is growing, because nowadays the media, from a mere transmitter of information, has become a major player in the internal and external life of society, resulting in a dramatic increase of their role in the formation both the internal and external course of the state as well as public opinion.

The tendencies of the image formation of Ukraine in the information space of Poland, which, by the way, can be applied to other countries of the European Union and Western partners, are the following:

1. The leading countries of the world, which are trying to form an information space not only in the territory of their country but also of other states, remains today the leading actors in international relations. United States and Russia are among them.

2. World upheavals can change a brand, especially if it is not sustainable. The current European crisis has affected all states and their brands. European crisis phenomena directly or indirectly affect Ukraine, its information presence and its perception by the Europeans.

3. Improving the image of Ukraine in Poland's information space will largely depend on the effective actions of the Ukrainian authorities in such areas as the implementation of efficient economic reforms, the fight against corruption and crime, the pursuit of a successful foreign policy.

4. In recent years, Ukraine has progressed rather intensively in political communication. Nevertheless, it continues to fall behind in terms of cultural communication. Unfortunately, today Ukrainian country does not have the developed institutional tools for the implementation of its information policy abroad.

5. European integration, as well as the promotion of a positive image for Ukraine, will likely be effective when they will be implemented "from below" through active forms of cooperation and participation in various spheres of life (such schemes as the Erasmus program illustrate this process well). At the same time, these two processes will be less effective and successful if they will be ordered from above and imposed on the population "from the top".

6. The formation of the image of Ukraine is one of the practical vectors for the development of the Ukrainian state. Taking into account the fact, that the Polish state is Ukraine's closest neighbor and the first adviser on the European integration for it, the work on the image formation of Ukraine in the information space of Poland should be carried out systematically. At the state level, a national strategy for promoting the positive image of Ukraine in the Polish media and communication space should be implemented.

¹ Пахльовська, О. (2018). Вкрадена Європа і Україна: між новим Мюнхеном і Ялтою-2. «Нова Європа». Львів: Видавництво Старого Лева, 110.

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