INSTRUMENTS OF CREATION OF THE INTERNATIONAL IMAGE OF THE STATE: LESSONS FOR THE REPUBLIC OF MOLDOVA

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In this scientific paper is determined the role of soft power, public diplomacy and national branding in promoting the image of the state of Great Britain and China as instruments for forming the image of the state on the international arena; deduction, based on the comparative research, of the image potential of the Republic of Moldova and of the way of its exploitation, through instruments of creation of the international image and elaboration of concrete proposals in the field.

Recently, the problem of forming and promoting the international image of the state has become increasingly urgent. In the era of globalization, many states are engaged in purposeful creation, development and promotion of a positive image of the state both at home and abroad with the help of various tools and information technologies. International image of the state plays an important role in the international relations, being one of the most significant tool in the formation and strengthening of the foreign policy of the country. The creation of a positive image of the country is carried out with the aim of increasing the international influence of the state, improving its authority in the world arena.

In the era of globalization, the image of the state increasingly determines its importance in the world. Since independence Republic of Moldova had a need for self-identification and establishment of its image in the international arena. The major tools for forming a positive image of the state are soft power, public diplomacy and national branding.

The international image of the state is a real managerial resource of the country, and positioning, as a method of its formation – is a way of creating a favorable information environment for the country, empha-

sizing its most powerful sides from the point of view of the target audience, ensuring its positive recognition.

The most important and ambitious task of any government and country is to strengthen economic power, raise the standard of living of citizens by various methods. These methods are multiple: from social, political, military, economic, etc. it is obvious that the use of various methods are meant to find the most influential and effective methods to achieve the goal set. In the sec. XXI violent methods of imposing a position or behavior are used. But these methods are not popular, often arousing a negative attitude. Often countries resort to diplomatic, peaceful methods – soft power, national branding, public diplomacy to promote the favorable image of the state in the international arena.

In the last decades of the twentieth century, many European states wishing to improve their image in order to attract investors, tourists, scientists, to increase the loyalty of foreign consumers to exported goods, to stimulate a sense of national identity among the local population, began to resort to marketing strategies for building a brand, resulting in a new direction in the field of research at the intersection of political science and marketing – national branding.

United Kingdom and China use diferent instruments in a process of state image promotion. We have seen two absolute different national branding initiatives: Cool Britannia and GREAT Britain Campaign. They are different, first of all, because they were initiated by different political forces. Cool Britannia was created by Tony Blair, while the GREAT Campaign was initiated by the conservative government led by David Cameron. But of course, the biggest difference of these two campaigns lay down in their scope: One was quite radical with only innovative aspects. The second one tried to combine both secular traditions and the innovations in the market. The history has shown that only a balanced campaign can survive and achieve its best – and that was the case of the GREAT Britain Campaign. Practice has shown that the GREAT program has been quite successful. This is evidenced by the decision to continue the campaign, after the completion of the Olympics [1].

The success of the United Kingdom soft power has led to the international development goal and the aspiration to help other countries. Thus, different programmes and projects were created. To name but a few: Conflict Stability and Security Fund, Good Governance Fund; Educational programmes like Chevening or John Smith Trust; international aid through different supranational bodies such as World Bank, UN, WHO, etc. [2].

Despite the critical assessments of the Chinese soft power by the world scientific community, it is obvious that the Chinese soft power is increasing in cultural practices, which allows us to predict the growth of China's cultural influence in different regions and countries of the world. A promising study of the topic within the framework of the philosophy of culture is to understand the process of reception of the translatable practices of the soft power of Chinese culture in the regional-country dimension, which significantly details the idea of the strength and degree of the soft influence of Chinese culture in a foreign cultural environment.

Over the past two decades, the concept of soft power has received a powerful development in China's foreign policy strategy. During this period of development, the Chinese leadership has done much not only to promote this strategy, but also for practical purposes. To spread 'oft power around the world, Beijing established hundreds of Confucius institutes engaged in the popularization of the Chinese language and culture, organized and conducted hundreds of international conferences on the development of the foundations of China's foreign policy [3].

The COVID-19 pandemic has caused significant reputational and economic damage to China. The delay in closing the exit borders and notifying other countries of the world and the World Health Organization of the danger of a new infectious disease has worsened the perception of China in the global community as a reliable partner.

Today, the task of forming a positive image of the Republic of Moldova is a current and strategic one, first of all in relations with the EU member states, the main commercial and economic partner of the country. In the draft of the foreign policy of the Republic of Moldova,

it is emphasized that in the contemporary world, an increasing importance acquires economic, political, scientific and other characteristics. In this way, the international authority of the country today largely depends on its intellectual, scientific and informational.

Finally, creating and promoting a favorable image of the Republic Of Moldova should be based on the following aspects:

- increase the level of trust in the government of the country by creating a stable political system and developing a clear conception of national interests;
- focusing state government on implementing reforms and solving economic and social problems;
- increase the investment attractiveness of the country and the competitiveness of the goods produced in the country;
- development of tourism and cultural and scientific exchanges, etc [4].

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Recomandat
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