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PROMOTING MOLDOVA: THE IMPACT OF THE *MOLDOVA IN PROGRESS* JOURNAL ON NATIONAL VISIBILITY

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Purpose of the article: The article explores the role of the journal platform *Moldova in Progress* in promoting the Republic of Moldova on both a regional and international scale. It aims to highlight the effectiveness of the platform as a promotional tool for Moldova's culture, economy, tourism, and investment opportunities. By examining the content and strategies employed by the journal, the article assesses how it contributes to the country's image-building efforts.

Methodology: The research is based on a qualitative analysis of articles and publications featured in *Moldova in Progress*. Data was gathered from various issues of the journal, focusing on the themes, target audience, and distribution channels. Interviews with the editorial team and experts in international promotion were conducted to gain deeper insights into the journal's strategic role in enhancing Moldova's visibility. Additionally, secondary sources were used to compare the journal's impact with similar promotional tools used by other countries.

Conclusions: The analysis shows that *Moldova in Progress* plays a significant role in promoting the Republic of Moldova by presenting a comprehensive and positive image of the country. The journal effectively reaches international audiences, fostering connections and attracting foreign investors, tourists, and cultural enthusiasts. It has successfully positioned Moldova as a developing nation with rich traditions and a promising future. However, the article suggests that there is room for improvement in expanding the journal's reach and diversifying its content to appeal to broader markets.

Originality: This study provides a unique analysis of a specific journal's role in national promotion, filling a gap in the literature on Moldova's public diplomacy and international image-building strategies.

Keywords: Republic of Moldova, *Moldova in Progress*, national promotion, public diplomacy, international image-building.

Introduction

The Republic of Moldova, a country with a rich cultural heritage and significant natural resources, has faced the challenge of defining and consolidating a positive international image for many years. In a global context marked by economic and cultural competitiveness, national branding has become a priority for small states aiming to attract foreign investments, encourage tourism, and engage their diaspora. In this landscape, the magazine Moldova in Progress, which I initiated and coordinate, represents a remarkable example of strategic promotion of national identity.

The publication, established with the goal of presenting the Republic of Moldova in a favorable light, has evolved into a versatile instrument for communication and cultural marketing. The magazine provides a platform to showcase the country's heritage, economy, and development opportunities. This article examines the tools, achievements, and development directions of Moldova in Progress as a successful model in national branding.

Results and discutions

Being born in Italy but impressed by the beauty and culture of the Republic of Moldova, I decided to promote this country. It started with a cultural exchange project between Calabria and Moldova, which

later evolved into the magazine Moldova in Progress. This publication's primary objective is to promote Moldova's national heritage and economic and tourism opportunities.

The magazine features articles about:

- ✓ Cultural heritage and local traditions, such as traditional crafts and festivals.
- ✓ Economic development, promoting entrepreneurial and agricultural initiatives.
- ✓ The Moldovan diaspora, establishing connections between Moldovans abroad and their home country.
- ✓ Tourism, highlighting Moldova's landscapes and tourist attractions.
- ✓ The magazine collaborates with institutions such as the Ministry of Agriculture, the Tourism Agency, and the Italian Chamber of Commerce in Moldova. These partnerships have facilitated the organization of cultural and economic events, educational projects for students and young entrepreneurs, and the attraction of foreign investments.

For example, in collaboration with the diaspora, the magazine created a platform to promote Moldovan businesses in Italy.

Moldova in Progress employs various tools and strategies to achieve its objectives, such as:

Diverse editorial content aimed at an international audience

The magazine focuses on topics related to cultural heritage, local traditions, economic opportunities, and success stories of Moldovans. In particular, rural regions of Moldova, which are a significant part of its national identity, are strongly featured. The magazine places a special emphasis on creating an authentic image of the country, highlighting its positive aspects and development opportunities. It also offers perspectives from the Moldovan diaspora, strengthening ties between overseas communities and their home country.

Strategic collaborations with public and private institutions

These partnerships include entities like the Ministry of Agriculture, the Ministry of Culture, the Italian Chamber of Commerce in Moldova (ACIM), the State University of Moldova, and other significant organizations. These collaborations have enabled integrated promotion of Moldova's image through events, educational projects, and awareness campaigns. Notably, the involvement of young people in these initiatives has been critical, offering them platforms to develop ideas and contribute to the country's image transformation. Partnerships with educational institutions and international companies have been essential in increasing the magazine's impact.

Using the diaspora as cultural and economic ambassadors

By sharing stories and initiatives of Moldovans abroad, the publication encourages the development of economic and cultural relationships between Moldova and other states. This has been achieved through interviews and events that connect the diaspora with local audiences.

Digital and print promotion

Moldova in Progress utilizes both traditional printed formats and digital media to reach a broad audience. The magazine's online platforms, including social media, play a crucial role in attracting an international audience and creating a modern image of the country.

Since its launch, the magazine has had a significant impact on promoting the Republic of Moldova. Through its articles, the magazine has transformed the international perception of Moldova, shifting from a stereotypical and limited view to one that emphasizes the country's potential. The magazine can be considered "an open window to Europe," offering a fresh perspective on Moldova.

The magazine has supported numerous educational and entrepreneurial initiatives for young people. Through its partnerships, it has provided a platform for students and pupils to present their ideas and learn about national and international branding.

Moldova in Progress has collaborated with the Italian Chamber of Commerce in Moldova to attract investors from Italy and other European countries. Articles about Moldova's economic opportunities have been distributed among potential foreign partners, contributing to increased interest in the Moldovan market.

By highlighting picturesque locations, local festivals, and unique traditions, the magazine has stimulated interest in tourism in Moldova. This is particularly important for a country with untapped tourism potential but remarkable natural and cultural resources.

Moldova in Progress has built bridges between Moldova and Italy by promoting cultural and economic exchanges. The magazine's early editions included articles about Calabria, showcasing similarities and collaboration opportunities between the two regions.

Looking ahead, Moldova in Progress has ambitious goals aimed at amplifying its impact:

Expanding the international audience - increasing the magazine's visibility in international markets by publishing articles in multiple languages and forming partnerships with similar publications in other countries.

Complete digitalization - developing a more sophisticated digital platform to facilitate easier access to content for global users through mobile apps and interactive features that attract younger readers.

More intense promotion of entrepreneurship - supporting initiatives to aid local entrepreneurs, especially in areas such as organic agriculture, rural tourism, and green technologies.

Strengthening collaborations with the diaspora - expanding the network of collaborators within the Moldovan diaspora, giving them a more active role in promoting the country’s image and developing economic and cultural projects.

Education for national branding - developing educational programs for young people to teach them about the importance of national branding and their role in the process.

The magazine has contributed to creating a positive image of Moldova abroad, presenting it as a country with a rich cultural heritage and economic potential, founded on a modern vision while respecting traditions. This approach aims to attract the attention of Europe and other regions, ultimately benefiting Moldova’s global image and development.

Conclusions

The magazine Moldova in Progress represents a remarkable example of a project dedicated to national branding, based on vision, passion, and commitment. By promoting Moldova's cultural heritage, economic opportunities, and unique values, the magazine has contributed to changing the international perception of this country and encouraging the involvement of the diaspora and foreign investors.

The success of the magazine highlights the importance of an integrated approach that combines strategic partnerships, creative use of communication tools, and the engagement of local and international communities. In an increasingly competitive global context, Moldova in Progress remains a model to follow for other initiatives aimed at promoting national identity.

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