



**Image of the
territory: essence,
forming, measuring**

LECTURE 5

Agenda

Country image indicators

Classification of country image

Image strategies

Image indexes

Country image indicators



1. Official symbols



2. Informal symbols



3. Main psychological characteristics of the population



4. Culture of the population



5. Negative aspects of life support



6. Communication barriers



7. The level of economic and social development

- GDP,
- External debt of the state,
- Poverty,
- Unemployed population,
- Inflation,
- Endowment with natural resources, etc.

The following classification of types of images of countries has been developed:

- historical and cultural;
- tourist;
- visual;
- investment and economic;
- image of production of goods and services;
- political;
- quality of life of the country;
- the image of "human capital".

Basic indexes assessing the image of countries:

Anholt-GfK Roper Nation Brands Index (Country Brand Image), *The Good Country Index*, and *Country Brand Index*

Image strategies

Cool Japan: “By 2020, Japan should occupy 0.9–1.2% of the world market for creative industry products”. Fashion, national cuisine, media content, tourism, hand made/folk crafts have been chosen as priority sectors.

Cool Britannia: The purpose of the program is to change the image countries from conservative to more modern and dynamic.









