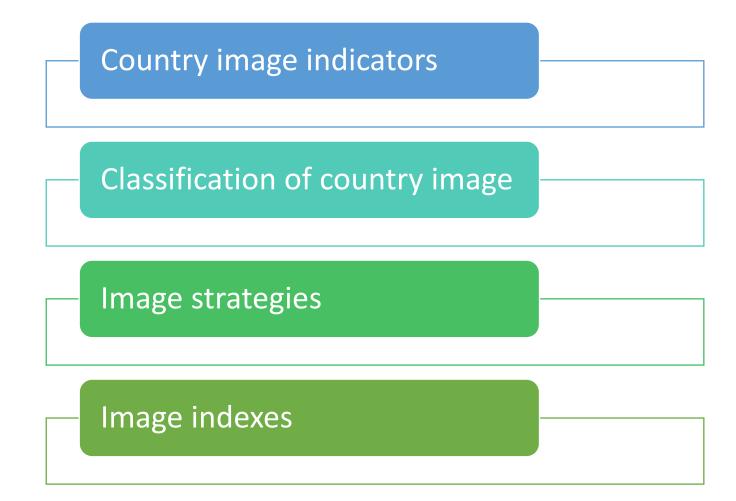


Image of the territory: essence, forming, measuring

LECTURE 5

## Agenda



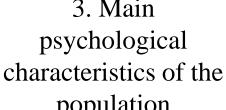
## Country image indicators

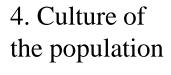


1. Official symbols

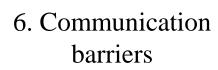
2. Informal symbols

3. Main psychological population





5. Negative aspects of life support

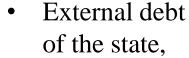


7. The level of economic and social development

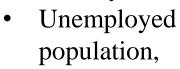




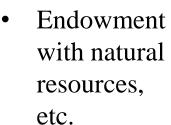
























**В иммигрант, пора домой!** 

























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.



