

## RESEARCH ARTICLE

# **Interference Communications: Measures of Information Influence on the Formation of State Creation Ecopolitics in the Context of Image Formation in the Globalized Media Systems**

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## ABSTRACT

In this study, the author tries to reveal the essence of the organizational culture the context of interrelation of formation of image of the country. Important psychological readiness to evolve that is the base for forming the image of both the country. Media are everything, and the world seems to be nothing without it, media are the most powerful tool of communication. It is difficult to imagine how people get to know some important news without newspapers, radio magazines, and internet. We observe the evolution of the media environment, the emergence of new methods and methods of communication in accordance with the demands of time. The article investigates the role of media professionals in creating the image of the political leader and the state, considers some aspects of professional activity and methods of image-makers' work. The generalization is made on the basis of the experience of practitioners, image-makers of politicians concerning the creation and dissemination of author's practical and scientific technologies, the introduction of a positive image color of the object (subject of the image) and author's research. As a result of an information campaign, public opinion on a particular topic can be both positive and negative, and rarely – neutral. Media have a tremendous impact on the public activity of the audience. Media are a powerful tool in shaping the image. Ukraine experienced the impact of Russian hybrid warfare and pro-Kremlin disinformation earlier than most other states, these disinformation messages a distorted worldview that shapes people's thinking about the meaning and possibilities of political change. The content of this work captures the essence of problems creation of a positive image of Ukraine in the media that fully reflected in the monograph "Formation of Ukraine's image in the media."

**Key words:** Politics, media, leader, professiogram, image-maker, experiment, audience, information security, ecosystem, state creation, media work, subject and object of image

## INTRODUCTION

The 1<sup>st</sup> year of the third millennium is characterized by the peculiarities of the rapid and dynamic rhythm of countries' development and their transformation caused by globalization. The

intertwining of the world's political and economic, scientific, and social processes is taking place in all spheres and has a clear media coverage. In the context of globalization, the process of shaping the state image requires more skill than disclosing government information in the media through a press release or official statement. In this section, we analyze and systematize the issues of forming the image of the state in the media. The algorithm of positioning of Ukraine as a brand is presented.

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Creating a brand state implies adhering to the proposed strategy.

We talk about the integration tendencies in the formation of scientific knowledge about image science, cover the experience of national and world scientists and practitioners, present historiography and source base of the study, test and propose methods and techniques of media involvement. Materials and messages should “touch a nerve,” act more deeply, influence the subconscious of citizens: be a kind of lever of government, create moods, create public opinion, and image in the interests of enhancing the competitiveness and investment attractiveness of the state. And to influence the identity of Ukrainians, a sense of pride for their country, to expand the possibilities of state marketing with the involvement of the maximum number of interested participants in the process of forming the image of Ukraine. Having worked out the published achievements of scientists and practitioners and reputable journalists, analyzing our own scientific and practical experience, we synthesize the results obtained in this study.

The reproduction of particular image is taking advantage of the media. The image displayed in the media is that the result of the interaction of the carrier image (of country, company) and information to the audience. In the article the specificity with the media analyzes the reasons for the creation of information events, identifies the functions, and describes the legal framework regulating mass media in forming positive image of the state. Studying the history of the formation of the information space of Ukraine in the period from 1991 to 2019, we observe the evolution of the media environment, the emergence of new methods and methods of communication in accordance with the demands of time. Together with other humanities, social sciences, imagology is gaining popularity among practitioners and contemporary scholars, and therefore, there are more and more trends in its development and interpretation. In terms of content and possible direction, imagology acquires a scientific color in accordance with the scope of its application: State creation, science, diplomacy, business, economics, Public Relations (PR), political science, medicine, culture, art, show business, social sphere, and psychology.

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First of all, we address the classical and innovative scientific researches, the work of Hubersky,<sup>[1]</sup> Guliye Arif Jamil oglu (Guliyev, Arif G.), G. Pocheptsov, V. Shynkaruk, B. Gavriylshina, O. Kryshstal, K. Bendukidze W. Pekar, S. Anholt, Tom Adams, Den Pfeiffer, as well as world-leading innovators, in particular Michio Kaiku, Jon Berger, Ilon Mask, Larry Page, Richard Branson, Jeffrey Bezos, Peter Diamandis, Stephen Kotler, Francis Fukuyama, politicians and diplomats, who came from different ideas about the essence of the image, mass communication, processes of perception of information and formation of public opinion. The specificity of the study is the lack of development in the post-Soviet, in particular, Ukrainian social and humanitarian works, of the phenomenon of image-building using media tools.

Tasks of image-making scientist Chekalyuk V.V. were assigned and completed. Namely:

1. To explore the mechanisms of image construction with the help of media tools: Classical (television, radio, and press), external advertising and information media and the latest social media, interactive platforms for communication and information dissemination (participation of consumers of information in the creation of information (certain image))
2. To analyze the process of positioning of Ukraine abroad during 1991–2019;
3. To develop specific recommendations for Ukraine’s participation in world rating systems for assessment of state brands;
4. To substantiate aspects of formation of positive image in mass media, interconnection – «event – coverage in mass media» and formation of further image of Ukraine abroad and in the country;
5. Prove the need to create a network of professional media agencies, representative offices of

Ukraine in the world - peculiar clusters whose main task is to improve the image of Ukraine in the world, prompt response to the mood of the local community;

6. Algorithmization of the results of the research: To develop an image-card and a step-by-step program for the state leader, his communications with the media;
7. Comprehensively submit a solution to the scientific and applied problem of image efficiency at the national and international levels;
8. To substantiate that the withdrawal of Ukraine to the level of top states is possible provided the interaction of the media and the state for the sole purpose of stimulating the development and self-development of citizens, increasing the level of patriotism and self-identification, the internal request of every Ukrainian to act to enhance the state image and popularization.

The object of the study is the process of forming the image of Ukraine, created by political technologists, image-makers, specialists in PR, journalists. and reflected in the media from 1991 to 2018. We consider the image as a certain synthetic image, which is formed in the minds of people about the state and its leaders, a specific person (public figure), media organization, government, public. or business organization.

The subject of the research is practical methods of creating the image of the object/subject by means of media tools, theoretical and methodological provisions, scientific developments and concepts, models and formulas, which are the basis for forming scientific knowledge about image science; use of media tools in the formation and further development of the state image of Ukraine.

In the study image maker Chekalyuk V.V. offers the author's image formula and her own developed strategy of positioning the object of the image, a step-by-step program that will represent Ukraine in the world. The evolution of the image of Ukraine in the internal and external information space, the mechanism of formation of public opinion under the influence of materials in the domestic and foreign classical and modern media in the conditions of media innovation are considered.

In the 1990s, there was research on the marketing of territories, most of which were based on the claim

that territories, as well as companies, sell products and services, which may include investment, tourism, local production, and so on. In 1993, the first edition of the book by F. Kotler, D. Haider and I. Rein "Marketing Territories: Attracting Investments, Industry and Tourism to Cities, States and Countries"<sup>[2]</sup> came out and became a landmark. For the 1<sup>st</sup> time, this work clearly justified the use of marketing as a mechanism for comprehensive promotion of territories. In the 1990 s, this marketing practice became commonplace. In many countries, agencies promote the image of the territories. For example, one of the pioneers of branding, Wally Olins, founder of Wolff Olins and co-founder of Saffron Brand Consultants, who has worked to tailor many cities and countries to shape their brands, considers Spain to be a rebranding model. Back in the 1980s, this country did not completely lose its image of the post-Frankish and was considered underdeveloped. Since the 1992 Olympics in Barcelona, the country's government has implemented a successful rebranding campaign, promoting the country comprehensively, and all its components: From business entities and resorts to the phenomena of modern culture (cinematography by P. Almodovar, Club Island Ibiza).

The logo of the country became a solar disk created by artist J. Miro. In 2002, one of the world's leading branding experts, S. Anholt, used first the phrase "seat branding" as the term. S. Anholt became the main developer of a comprehensive, diversified approach to branding territories as opposed to specialized, focused on one aspect (such as tourism). S. Anholt created the concept of competitive identity, presenting it in the form of a hexagon, which shows six elements of the modern brand of the territory: Tourism, export brands, politics, business, investment, culture, and people.<sup>[3]</sup> The collapse of the Soviet Union has put the former republics in need of a new identity, and there are questions about the criteria by which the effectiveness of territory branding campaigns can be measured. The agency's task is simplified by the fact that all place branding experts recognize that talking about campaign success or failure is only possible in the long run, and for example, 10 years is not enough to judge the success of a state brand. First, quasi-branding differs from branding and is characterized by the long-term results. This is logical: It is easier in the information society to persuade the audience that the problem



is solved than to do it. Second, when implementing branding programs there are real functions and there are parasitic features that give the status of a city. Anholt<sup>[3]</sup> warned that advertising territory not supported by real action to improve investment climate, tourist infrastructure, living standards – is not branding. It is just advertising the territory. Territory branding offers great opportunities, if approached correctly. Virtually every place has historical prerequisites for accentuating territorial identity, you just need to know the history to discover them, and the methodology of the process to develop them. We are focused on creating and promoting a brand,<sup>[4]</sup> COUNTRY-BRAND.

Chekalyuk in her works proposes to consider the creation of a brand of Switzerland, which “dampened” its reputation by the scandal with the “Führer’s gold.” The authors of the documentary *Hunting for the Missing Hitler Millions* cite numerous evidence of the Führer’s treasures being stored in the trusted banks of Switzerland, which has caused widespread indignation in other countries, including those at which expense he enriched. However, the court in Switzerland issued a verdict: the assets of the leader of the Nazis, which were still in the “sleeping” accounts after the war (those which did not work), go to the state treasury. So Switzerland needed branding work. Three directions were agreed: tourism (the world’s best ski and SPA resorts); impeccable products, including watches, chocolate, and cheese. Swiss products are known for their unsurpassed quality, reliability, sophisticated and functional design – the features that have made Switzerland one of the most successful countries in the world also the most reliable banking system. So, after the end of World War II, Switzerland every year strengthens its existing brand with its reputation. Branding must work to increase profits, which is happening in Switzerland. The image, and especially the positive one, should be underpinned by a long-standing reputation, that is, to reflect generalized past or long-term perceptions, positions, appraisals, impressions, and perceptions of certain events.

## SETTING OBJECTIVES

The system of social communications is in the evolutionary stage, the classical notions of

imageology, journalism went beyond the traditional interpretation of them. Undoubtedly, journalism directly affects the quality of the image of the object; the professionalism of media workers depends on how certain information will be perceived by the public. Today the main tasks of the media are high-quality, efficient, and highly professional communication. Modern society has now pervasive through the internet receives any information from anywhere in the world almost instantaneously, so adaptation in the world of communications – a necessary condition for the full life of the individual. At the time, high-quality curricula and individual incentives, the so-called educational system of a meritocratic model, of social relations are a format in which people constantly create conditions for a better life, and the predominance is mainly for personal achievements and abilities of a certain person. This form contributes to healthy competition in society, and leaders become truly worthwhile. People tend to be better at all stages of formation and training: student leaders claim state scholarships and grants, receive incentives for internships in world schools and universities. Without “brain drain” – with a subsequent return to Ukraine. Such programs should be secured by treaties between the state and the owner of the state scholarship (grant).

Modern journalism is an effective tool for creating the image of the state. The concept of “journalism” in conjunction with the tasks of state image-makers is reduced in this case to the technical provision of mass information processes for the formation of an image and the creation of a favorable ground for further steps of government. A journalist is a specialist who obtains information. Turning to the allegory, the journalist is intelligence, and the image maker is an anti-intelligence. The task of image-makers is to offer journalists materials for searching, which will be as favorable as possible for the image of the state. Create a sense of exploration for journalists and actually give what is needed to enhance the status of the state. In this study, we use the term “journalism.” This is a specific type of socio-political activity, which consists in systematically finding, processing, and periodically distributing publicly significant information to mass audiences through mass communication channels in order to promote social progress. In the end, the whole press and any correspondent are busy with

this. Media organs form and program the image of the state. What image of Ukraine in the world will be, depends on the submission of materials in the media, their impact on the target audience. The result of proper information campaign is the basic foundation of a successful state: economic independence and stability, consistent diplomatic policy, investment attractiveness of the state, a high level of tourist interest in the country's military strength and readiness and willingness of leaders to establish diplomatic relations at all levels.

Politicians and media specialists are engaged in creating an image. Modern image-makers are usually graduates of the humanities faculties, mostly journalists and advertisers, as well as diplomats and historians who are trying to deal with the problems of image formation, but there is no specific field of the national university education "imageology" yet. At the moment, it is about professionals who can create a brand without engaging in enormous investment. There are allegations that a good brand costs a lot of money, of course, but the brand, which in itself is a valuable material that can operate on itself, and not a "parasite" by others. As practice has shown, the success of a certain image does not depend on the large amount of invested funds, but on the skill of image makers and communication skills of the image-object with the media and the public. The main domestic part in creating the image is the image maker's fee, because creating an image in 80% is a virtual listening (strategy, slogan, symbolism, positioning, receptions, personal contacts, etc.), the success of which will be reimbursed. Under the conditions of democratization (mean availability of masses to previously privileged things, e.g. the availability of gadgets, smartphones for everyone) there is an opportunity for quick access to the community consciousness. The image maker can be in one place, but affect the world where there are online coverage and online users.

This is a viral effect. The information is spreading fast with the help of the Internet. Image-maker is a specialist in creating image (object, subject, objects, services, etc.), formation of public opinion. The work of image-maker envisages the possibility of working with remote work in a remote-control mode (just at a distance), communications are mostly carried out online. It can be a consultant, a freelancer, an auditor. The classical understanding of

the office is changing, at times, the green economy is green technologies, each person has a lower amount of logistics costs, and is more concentrated at work. There is a reduction in jobs, the business model has changed, due to the proliferation of the Internet and gadgets, cloud computing, big data, new energy, and crowdsourcing. Requirements to employees, in addition to basic education and experience, are cognitive abilities: Creativity and self-improvement. Imagemaker needs system skills, that is, under the new conditions, the specialist is not limited only by his own narrow-profile segment of work, but must understand how the entire system in the complex works, to orientate according to the situation. He must be able to plan and analyze the situation, solve complex problem solving, be optimistic and have social skills.<sup>[5]</sup>

How effective are the efforts to create an image depends on the competence of the image maker, the team and the object of creating the image (leader).

It is about reputation, character, biography, profession, diplomatic, and communication qualities that help to move forward confidently. Also important is the correct slogan that corresponds to the form and content.

We offer a professional graphic with a description of the professional and functional responsibilities of image-maker. It was created on the basis of practical experience and theoretical work of scientists and experts. The work of image-maker is not primarily a highly professional work, where there is a place for healthy imagination, assumptions and a little imagination, and all this is argued with facts, author's thoughts, and judgments. Occasionally, it is necessary to look at the situation detached, evaluating the correctness of its steps. If you step through moral principles, do not expect someone to regret you.

### **Professional qualities of (effective) successful image maker**

BASIC SPECIAL EDUCATION –  
 PROFESSIONALISM – HIGH LEVEL  
 COMMUNICATION SKILLS – INNOVATION  
 – CREATIVITY – STRATEGIC POLITICAL  
 THINKING - DEVELOPED INTUITION  
 – PLANNING – ANALYTICS – STRESS  
 STABILITY – SELF-EDUCATION, IMPROVING  
 SKILLS.

In the formation of the image it is necessary to find a feature, extraordinariness, a certain uniqueness, an advantage of the object (subject) of the image, which distinguishes it among others. The further task of imagemaker is to develop positive characteristics inherent in nature; shaping the image, leadership characteristics, focusing on those data that are inherent to the image of the object. Without taking into account individual personal characteristics, the process of image building cannot be productive.

To test the obtained judgments and results of scientific research, for the 3<sup>rd</sup> time a scientific and practical experiment was conducted together with the physiognomist-image-maker Ph.D. Amalia Ilyanova.<sup>[6]</sup> The theme “Ukraine is me,” the methods: It was suggested to those who wish to associate themselves with the state in social networks: what would have changed, developed, as it were – in personal life, and then – in the state. Participants in the experiment required full identification with Ukraine.

Physiognomy involves the ability to recognize the nature of the features, expression of the person’s face, type of physique, hair style, gesture, manners, etc. In our experiment, it was intended to determine the type of personality and character in appearance. The task of the physiognomist is to trace how the participant’s response to the questionnaire corresponds to the external characteristics.

The importance of the experiment we have carried out is that, at the first stage of cooperation with the object of the image, the specialist can determine the main direction of work. Let’s emphasize on cooperation, because even the best expert cannot radically change the natural data of a person. Its role helps to develop personal characteristics of the object of image, consistent with his natural instincts. This data are needed for image makers and representatives of most public trades to develop communication skills and performance.

Scheme and experiment methods. The questionnaire “Ukraine is me” was distributed to the participants. It was suggested to answer four questions:

1. The gender component of the state;
2. The main advantages of Ukraine;
3. The nearest plans of the country/personality;
4. main obstacles in the development of the country (self-development questionnaire).

Over 3 months in 2019, over 400 people were interviewed (aged 16-40, senior students, students, and young specialists – residents of the capital).

## RESULTS

1. About 89% of the respondents identified the country with the article that the respondent represented, 10% – (regardless of gender) described the country as a woman, 2% – said that the baby was not identified with the article;
2. About 82% mentioned independence and freedom, 10% – about the advantages of geographical location on the map of the world, 4% – are confident in the absolute success of the country and believe in its potential, 5% – do not see the strengths (failed to answer), and 1% – believe that the chance of development has been lost and should be based on foreign political circumstances;
3. About 90% – for European integration, 1% – for joining Russia, 2% – have not been identified, 7% – have proposed to return to the model of 2008–2010 that they consider to be the most successful in the life of a young state;
4. About 70% – complained about corruption, government and circumstances, 10% – stated that the reason for the laziness and indifference of each citizen, 20% – could not give a clear answer to the question.

Amalia Ilyanova carefully described the characteristics of each of the participants according to external data. Comparing the obtained results of the questionnaire and the conclusion of physiognomic diagnostics A.O. Ilyanova was defined as a percentage (the error was 0.5%): Depressed respondents also had a depressive questionnaire. Amalia Ilyanova carefully described the characteristics of each of the participants according to external data. Comparing the obtained results of the questionnaire and the conclusion of physiognomic diagnostics A.O. Ilyanova was defined as a percentage (the error was 0.5%): Depressed respondents also had a depressive questionnaire. Leadership has 60% of respondents, the obvious leaders are 2%, are not inclined to lead and have no leader’s signs – 5%, and the rest (summarizing the findings of the physiognomic study of A. Ilyanova) has a chance to lead – in conditions of trouble-free

work on oneself and cooperation with imagemaker. Thus, according to the results of the experiment, statements made in the questionnaire were confirmed by a physiognomist. Real-time data-based algorithms are extremely powerful tools not only for media professionals and image makers but also for value-for-doing in politics and business.

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For a successful image, it is important that people respect the traditions, and it is important for them to strengthen the feeling of patriotism and respect for the traditions of the state, history, past successes of the country. «The word ‘tradition’ comes from the Latin *trans + dare*: deliver, give across. It refers to the transmission of experience which lies at the base of every established civilization.

Today, however, tradition has become a synonym of something which is old-fashioned and obsolete, nothing more than an interesting relic of the past to be put in a museum.

Nevertheless, tradition is a living and versatile force, which is not only needed, but is essential to the development and sustainability of human civilization...

It is very useful to have a map mapped by past individuals who have already crossed the same route. This does not mean that the people of the past knew everything and that we should stick to old forms, regardless of their usefulness or relevancy. However, we should also not throw away everything that the past holds in store, for the sake of doing it our way. Those who are adventurous will always find uncharted paths to discover.

Life is about balance. Neither innovation at all costs nor conservation at all costs is beneficial. With intelligent discernment we can extract the useful and the wise from the past, and make it part of our present and future, because what is wise is always wise. Tradition is like the layers of the pyramid of human civilization, built by the bricks of experience; it would be smart to use it as a base for the new layers, our generation is tasked to build. Otherwise, we not only belittle the efforts made by those who came before us, but we will also leave nothing

worthwhile to those who will come after us”.<sup>[7]</sup> We need to talk about culture and traditions in the press, we have to talk about the successes of Ukraine and every citizen. Image is a reputation, it’s a story, it’s a tradition. We need to develop better spectacles that will allow us to see better. All we need to do is to open our eyes to the inner nature of things, and keep them wide open as life happens in front of us.

An image is one of the priority components of a successful country. Strategic development of a country depends on many factors, among them the key role belongs to conducting image-making policy, from public steps and positioning of public persons to the whole people. Each country aims to spread as many positive facts about it, as possible. Positive positioning in world markets promotes influx of investments and development of a country. As instrument of image creation, media technology is used. State image is the result of effective communication. The attention is focus on interaction object, which image is formed with aimed audience through media device. The author proves that everyone and everything have some image, but image which you need, must be created, ruled, corrected, and controlled. State image is the result of effective communication. This article contests society vision of state reputation creation. The country is people. The image of a nation depends on the image of every citizen: «instead using another force, that goes inward, and invites us to ask the simplest questions: “Who am I?,” “Why am I here?,” “What is my role in the world?” In the midst of all the noise, making this effort to re-unite with the center, the beginning and the end of all life, might be the purpose of it all.

Roman emperor and Stoic philosopher Marcus Aurelius said, “Learn to live every day like it is the last day of your life.” On the last day of our life, we should not be chasing anything; we might just want to be as alive as we can. But why wait for the last day? It might be too late. Imagine instead striving to do it every day: To give the best of who we are, always remembering what life is all about – unity that expresses itself in multiplicity.

How will our world, and humanity, look like then? Is it just a far and naïve dream? Or maybe it can start with each one of us, not tomorrow but today».<sup>[8]</sup>

The professionalism and personal qualities of the image-maker, such as: Professional training, the



presence of experience and own experts base on image, responsibility, understanding of the tasks of the object (subject) of the image, the ability to strategically plan, perfect taste and style, diplomacy in communications, timing and endurance, operative and creative thinking, openness, decency, consistency and organization, plays an important role in the formulation of image-making.

### Research results

In the article, we consider the image as a certain synthetic image, created in the media about the object of image. The main provisions presented contain elements of novelty in accordance with the evolution of social needs and the globalization of the information and media environment.

Based on research and case studies of our own image lab, we summarize: The image created by journalists and image-makers – a media image, based on the strengths of the object and masking the weak characteristics. Analyzing the information space, references to Ukraine since 1991 by 2019, we note the tendency to strengthen the international community's commitment to Ukraine, the news about it appear on the front lines of world tabloids, as a result of which the flow of various initiatives from abroad has intensified, new opportunities for Ukrainians are opening up.

Ukrainian society has proven that it can take risks for itself. This is evidenced by the retention of the army by volunteers in the ATO, when tens of thousands of people assumed such responsibility, considering it to be their civil duties. Revolution of Virtue “Euromaydan” had a high degree of risk, but united the nation and gave a powerful informational drive to talk about Ukraine in the world of media in a sympathetic and respectful tone. Modern information space requires high-quality coverage of events, unbiased professional analytical view of specialists, high-class journalists. The quality of the media (including the education of journalists) is one of the key conditions for the creation of the image of the state. Journalists need a good working environment to create quality materials, receive information, and check and process them. This is one of the problems of Ukraine. Graduates of the Institute of Journalism of the Taras Shevchenko National University receive a decent education,

but the deepening of knowledge and skills of psychology, physiognomy and image-making will have a positive impact on the competitiveness of colleagues in the labor market. At present, thousands of citizens consider themselves bloggers, journalists, experts, image makers – account holders flooded the social media space for its information materials, often rail “yellow” and unprofessional. However, the ability to compose words in a phrase is not journalism. The presence of scissors and comb – will not make a man hairdresser. Social networks have eroded the boundary between media professionals and ordinary users who position themselves as journalists and thus mislead the audience, while the value of the profession is lost, and as a result, the level of confidence in the media as a whole fall.

In the conclusions and recommendations for the formation of the image and healthy harmonious society – the authors turn to historical books, in particular philosophers. «In the second half of the 18<sup>th</sup> century Immanuel Kant formulated a new a golden standard for human relations: “Act in such a way as to treat humanity, whether in your own person or in that of anyone else, always as an end and never merely as a means.” This maxim has influenced numerous other philosophers and legislators, impacting on the constitutions of many countries and the Universal Declaration of Human Rights.

It was one way of formulating the moral law that Kant believed we all share as rational beings. The philosopher's search for the moral law began with an acknowledgment of universal feelings for the good and for the “beauty and dignity of human nature.” However, being a thinker of the Age of Enlightenment he could not allow a feeling to be the foundation of morality, as feelings are changeable. According to Kant, it is thanks to our reason that we experience a need for moral obligation.

As rational beings, we are endowed with the moral law within us and through our reason we understand it, can formulate its commands, feel respect for it and the duty to act on it. That duty is not something imposed from outside by family, society, education, etc., but grows within us naturally as a response to the moral law.

The other particular feature emphasized by Kant is that a human being is capable of acting in



accordance with the moral law and is truly free to do so. This is the only real freedom we have – to be morally worthy beings. It is not freedom from any obligations, but freedom to be governed by reason and the moral law. Otherwise, we are ruled by desires and inclinations, and only appear to be free. Kant says that reason causes us not to be content with idleness and pleasure, and it prompts us to develop our full potential to honor our humanity and the humanity of others.

Thanks to this capacity of every individual to discover the moral law and be bound by its duties, to reason independently, to make their own decisions and implement them, all individuals are ends in themselves. To treat ourselves as ends means to practice the moral law – to develop virtues, overcome challenges in life and acquire moral strength and self-esteem. Kant lists some duties, we have towards ourselves, which include the duty of self-perfection and the duty to be happy...<sup>[9]</sup>

In social networks, everyone can be a journalist, so it is important for them that every citizen is gemonic, patriotic and successful, educated, and wise. The standards of individual success are unchanged, we like the scientific articles of the philosopher: «Kant was an advocate of a harmonious and peaceful life within a community. His ideal was a kingdom of ends – “a corpus mysticum of the rational beings in it, insofar as the free will of each, under moral laws, is in complete systematic unity with itself and with the freedom of every other.”

At the end of his *Groundwork for the Metaphysics of Morals*, Kant offers another formulation of the moral law: “Act in accordance with the maxims (rules) of a member giving universal laws for a merely possible kingdom of ends.” In other words, he invites us to act as if we were creating an ideal morally worthy world. In order not to be overwhelmed by such a grand task, we can start by creating an ideal ethical community, which is “an indispensable vehicle of humanity’s moral progress,” as Kant pointed out.<sup>[9]</sup> Amalia Ilyanova<sup>[10]</sup> offers its research to understand the psychology of citizens and to help image-makers create the right algorithms for forming public opinion. Chekalyuk<sup>[11]</sup> a scientist focused on work for a successful image of Ukraine. All studies in collaboration with colleague Ilyanova psychologist focused on the success of the state and the good life of every citizen-patriot. We strive to educate honest

people who love Ukraine and respect history and radio. People who understand that every day – they influence how Ukraine is perceived in the world, as the press writes about Ukraine.

Choosing our daily environment, friends, activities, and definitely our life companions correctly influences our mood. Surrounding ourselves with affable people who have positive energy provides us with an important help when it comes to facing challenges. The transcendental ones as well as the ones found in our daily lives. You have to seek out the activities that will help us maintain our motivation. For some, it’s enough to do exercise, go outdoors, share tasks, or change their habits. We have to find something that make us more alert and try to include it into our day to day. Likewise, it is also helpful to keep people around us who have an approach and objective similar to ours. That way, they can also take advantage of the energy which you emit. To increase our energetic state, besides surrounding ourselves with positive people, we have to put some work in on a personal level. Following these guidelines can help us achieve an optimal energetic state: Staying focused on our objectives, so our energy doesn’t get dispersed. Being in a state of non-resistance. That which we resist, sticks to us. Being aware of our limitations, without judging ourselves for it. Focusing our energy on the objectives we have the most control over. Successful people create a successful state. For us, every citizen has the great happiness. The state is people.

### Scientific experiment

To study the tastes and preferences of the audience, we: A researcher-image maker and psychologist-physiognomist decided to hold joint monitoring. Erudite youth, students of 1–4 years of study, members of the journalism club were selected the object of study (project by Veronika Chekalyuk). The history of the club began in 2011; the first successful project was the student teleprogram “Teleacademy,” which within a year was regularly broadcasted on the First National Channel of Ukraine. During that period of time, there were positive reviews from the audience – students were preparing interesting creative topics, united by a specific acute subject. “Please, hear the opinion of the youth, get acquainted with the participants of Veronika Chekalyuk’s creative laboratory, write the story in your own words, show the world your perspective on life,

feel the taste of the profession of journalist. The future of Ukraine in our hands!” – such was the project slogan. Today, on the basis of the department of journalism and linguistic communication, a journalism club “Young Journalist” functions – it is a prototype of the “NAU Teleacademy.” For about 3 years, a student-centered learning and production project has been a platform for communication between students, integrated into professional television. The project envisages joint creation of information materials on burning topics by the department instructors and NULES students: resonant events, news, forecasts, everything by which the Ukrainian youth of NULES of Ukraine and the world are living. “NULES Teleacademy” is prepared in specific sections, which touch on the socially significant topics of life and development of students, meetings with experts and teachers, graduates, and employers. Participants in the journalistic club are sensitive indicators of the acute topics. Every month, viewers are presented with a 60-min block of videos on YOU TUBE – a series of plots and topics that are relevant to society.

The media lab and our club are a modern information youth center, whose representatives improve the skills of the journalistic profession: Photographer, news director, director of films and contemporary television, and blogging. This project was initiated by Veronika Chekalyuk while working at NAU IIA. Its approbation was successfully gone through in 2012–2018, and now in 2019 it continues to be broadcast on “You Tube.” Hence, the students publish their own short game strips and versatile stories. In the run up to 2019, each broadcast is going to be submitted to the creative commission for further involvement of students in the studio channel and the release on the All-Ukrainian air. These are significant prospects for self-development and employment. No opinion of the youth audience, no youth offer is left out of the attention of the public. Consequently, it is difficult to overestimate the value of a special project in view of the prospects for the development of public television in Ukraine. The youth cell in the studio conducts a discussion with the youth during the program. The topic, which is relevant for Ukrainian society, is discussed. The dialogue continues on equal rights. This is an actual project – a media platform where the patriotic educated young people get together, public opinion is created, and perception of Ukraine in the media is formed.

The scientific experiment of Chekalyuk and Ilianova was to trace the trend of the subject of the plots and the specifics of the information provided by the authors. We proposed three themes for the choice of three different groups of students called “editorial staff.” Our observations have shown that young journalists have versatile views on life and events, some of the phenomena were interpreted by Group 1 as positive, and by Group 2 – filed as negative, and Group 3 unveiled material, neutral, unmatched by assessment emotions, giving the audience an opportunity to make conclusions on their own from what they saw.

Purpose of study, conducted for over 3 years has been studying public opinion as a changing social phenomenon. The youth of 18–24 years of age was publicly expressing the traditions, rules of the family, customs, views, and feelings in journalistic materials; under the influence of this information the public opinion of students was formed. Public opinion as an integral part of students’ consciousness, reflected in emotions, communications, private and public considerations, and the actions of students and teachers about socially significant facts of social and university life. This model of communication and public opinion within the university community can well be implemented on a state scale; this scheme fully reflects the essence of society, addresses the problems faced by people with special needs. For the media to be effective, it is necessary to examine the target audience, needs and expectations, the level of perception of information (available language and presentation) and replicate the necessary information, involving the discussion by audience and creating new derivative plots.

### **Conclusion of the experiment**

Media has a tremendous impact on the public activity of the audience. As a result of an information campaign, public opinion on a particular topic can be both positive and negative, and rarely – neutral. Media are a powerful tool in shaping the image.

The image of the state depends on each citizen, on mood, character and way of life. What we write in social media today is part of history. Before you write bad information – you should think about the consequences. Is it worth talking to everyone about the bad, is it worth writing about cheating,

is it worth writing a lie? Image-makers recommend – be careful with words and thoughts. All human actions and words can be improved with kindness. Let's be positive: If we all tried harder to be kind, we'd be able to approach difficult relationships and situations with greater intelligence and ease.

Traditional media include: Radio, magazines, newspapers, television, different publications, and so on. In recent years, social media became part of everybody's life. People exchange the information, opinions, news everywhere: In blogs, social networks, forums, etc. People became sources to each other. The Internet enables any person to influence public opinion, creating inclusiveness and a new dimension for PR. Consumers of information have now also become producers of information. People with common interests organize online groups and societies in which every participant can contribute by using social tools such as social networks, videos, blogs, and photo-blogging to establish common ground. Social media have established new ways of communicating. Online content has undergone a transformation from being a source of raw data to also becoming an interactive tool, enabling the public to collaborate on projects through the exchange of knowledge and opinions.

«From a cultural point of view, social media platforms, with their availability of information and opinions, do not promote long-term values. Moreover, they erode traditional values by offering short-term alternatives.

From a social standpoint, the new media affects relationships through changing people's perceptions. Individuals are fragmented according to their interests and concerns. Users come together for short periods to protest or solve issues that concern them, but once any problems are solved, users no longer remain together.

Social media platforms are often marketing tools, established to create opinions and to persuade the public to take particular actions. When the action is completed, the group collapses and does not rise again until the next crisis.

With the new social media, the old limiting factors – time, distance, nationality, and ideology – are gone. If public opinion can be influenced, so can societies. Social media are a unique global phenomenon whose true reach and potential to affect not only short-term but also long-term change can only be understood

better as time progresses. In its turn, all countries of the world, with its ever growing Internet penetration and usage, is among those countries where social media-related developments are progressing with the breath-taking speed».<sup>[12]</sup>

Media are everything, and the world seems to be nothing without it, media is the most powerful tool of communication. It is difficult to imagine how people get to know some important news without newspapers, radio magazines, and internet. We observe the evolution of the media environment, the emergence of new methods and methods of communication in accordance with the demands of time.

Image-makers are comfortable working with the image when there is a story and a positive reputation. Image is based on reputation. We are always starting to work on reputation. Reputation comes from the Latin word reputationem, which means “consideration.” It is how people consider, or label, you — good or bad. The noun reputation can also mean “being known for having a specific skill or characteristic”.<sup>[13]</sup>

Image creation of a state and its leader covers the following aspects:

Main principles of national mass media activity, methods of image creation of a state as well as its leader, analyses of interrelation in image creation of a state and a president in whole.. The image of a state directly depends from the image of its leader, in particular from a President and other public officials. Elected by people, a leader plays crucial role in political life of a country. This scientific study intends to provide professional analysis of an image-maker, scientist Mrs. Chekalyuk as well as assessment-feedback of from the point of view of a leader's psychological readiness to accept a public persona offered by image-makers. This text proposes several methods how to create image and how to define terms. Mrs. Chekalyuk treats a state image as an internal and external image of a country, which is formed and fixed in mass consciousness of citizens under influence of political leaders, distinguished men and economic, political, ecological, as well as others factors.

## CONCLUSIONS

As a result of an information campaign, public opinion on a particular topic can be both positive



and negative, and rarely – neutral. Media have a tremendous impact on the public activity of the audience. Media are a powerful tool in shaping the image. Ukraine experienced the impact of Russian hybrid warfare and pro-Kremlin disinformation earlier than most other states, these disinformation messages a distorted worldview that shapes people's thinking about the meaning and possibilities of political change. The Kremlin has long used Ukraine as a testing ground for its (dis)information and hybrid operations. In particular, the tool in the hybrid war is “bots.” It is necessary to be careful with information in the modern world. Analyze the information and verify its truth.

To preserve identity and create a successful political independent state – it is important that all citizens communicate in Ukrainian. The state language is a good reputation for the image of the country, a good future history.

It's a sensitive issue. But in Israel, Hebrew was a dead language, and the state revived it. Perhaps it was done through violence, perhaps some disagreed. Today every person living in Israel is obliged to use it as the official language. We also have to live through difficult times, but we have to overcome it. And perhaps someday all of our grandchildren will speak Ukrainian.

We propose to consider active social network users not as professionals, but mostly as those who provide an additional source of information, a deeper, comprehensive understanding of the problem. Their thoughts and judgments can be used as feedback – a reaction to journalistic material. The Internet provides an opportunity to discuss and verify information published by journalists in the media. Social networks have many points of view on understanding the material. You can quickly disseminate information with help of reader. Social media together with media is an effective tool for image building. Equipped with smartphones and gadgets, citizens are the target audience for disseminating information. The main disadvantage of social networks is the insecurity of information, in the process of dissemination it can change meaningfully to unknowingness.

The growing demand for creating an attractive image has created a new profession – image maker. This is a specialist in designing the image of an object or subject, business and political, cultural and artistic

processes, business, and political structures. XXI century gave a generation of image-maker scientists and public figures of a new formation which cannot run a state system without professional skills.

Economic and political success of the country largely depends on the professionalism of image makers, which in this context can be called innovators and inventors, after establishing a reputation, influence and appropriate for the audience, building inter effective multidisciplinary communications, effective projects – a new technology, new scientifically proven tool for achievement of the goal. To strengthen the rating of the state in the media, we propose paying attention to the image-making specialists to those factors that influence the positioning of Ukraine in the world, in particular, the activity of opinion leaders – the first people of the country, which we consider an integral part of the image of the state in the formation of the image is important word, an account in social media, (reputation) of each person.

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