

Summary

Graduation qualification work:

«Media technologies in the promotion of the territory
(on the example of the project "Along the five mountains"»)

Author: Asmaryan D.A.

Pages 63, application 6, bibliographical names 93.

Key words: territory promotion, geo-branding, media promotion technologies, tourism, social networks, video, online environment, the Internet.

Relevance of research. Today, the territory is one of the most important socio-economic resources, on which the prospects for the development of the region depend. Due to the instability of the world economy, there is a problem of an effective policy of the region, which would be aimed at increasing the attractiveness of the object. One of the most urgent solutions to this problem is the promotion of the territory.

The development of digital technologies has led to an increase in the number of technologies used in the promotion of territories. Along with traditional tools, modern media technologies have also become available. The use of media technologies helps to increase the reach of the target audience, the use of more diverse methods based on the interests of the target audience.

At the same time, most territories currently do not fully realize the opportunities provided by media tools. Therefore, it is relevant to analyze Russian and foreign experience of using these technologies, as well as to develop new promotion concept.

Target of research: to develop a project for a series of video stories "Along the five mountains".

Goals:

- to determine the place of the term "territory promotion" in the modern communication space;
- to track the transformation of media technologies used to promote the territory;
- to analyze Russian and foreign experience of using media technologies in the promotion of the territory;
- to develop the concept of the video series "Along the five mountains".

Theoretical and practical relevance of research . The theoretical relevance of the research lies in the systematization of modern media technologies used in the promotion of territories. The result of the work is aimed at increasing the attractiveness and increasing the number of tourists. The practical relevance of the research lies in the fact that the resulting conclusions can be used in the activities of practicing media specialists, teachers and students of the training areas "Mediacommunications" and "Advertising and Public Relations".

Results of research. A media project "Along the five mountains" was created. The video series helps to raise the awareness of the target audience about Pyatigorsk and includes three episodes that highlight the historical and architectural monuments of the city, the natural uniqueness of the territory, and the opportunities for self-development at Pyatigorsk State University.

Recommendations. The choice of media technology in the promotion of the territory depends on the availability of the tool for the target audience, the degree of coverage of the target audience, the degree of trust in a particular channel, and the compliance of the technology used with the promotion goals. An effective media technology for promoting and developing the territory is a video. The specific characteristics of this format allow you to combine audio-visual, graphic effects and text information. These aspects provide an opportunity to clearly present a story and convey an idea. The dynamic nature of the video allows you to transfer the viewer to any visual environment. The advantage of the video is also high information saturation and ease of perception. Further possible areas of research are the analysis of the use of media technologies

in the promotion system of other territories, identifying their similarities and differences, the effectiveness of the promotion technologies used to increase the attractiveness of the territory.