

Summery

Graduation qualification work:

« Creating a favorable image of the city
Pyatigorsk by means of visual communication»
(design and creative format)

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Relevance of research. The importance of the city's branding increases every year, not only in Russia, but also around the world. Local authorities are increasingly coming to understand that with the high-quality positioning and promotion of the city, the effectiveness of solving a number of problems increases: political, social, economic, migration, etc. Another incentive is the success of a number of cities and countries that successfully implement projects to improve their territories and attract capital. Despite the apparent simplicity and speed of implementation, territorial branding has managed to show itself as a long-running project, which, with high-quality implementation, is able to increase the resources of the city several times. But before developing the image of the city, it is necessary to assess the current situation and the state of the territory.

Advertising and media are part of the city's branding process, which shares the unique aspects and strategic goals of the city. Advertising strategies, along with executive management, have a significant impact on the implementation of the city and its competitive advantages. Stakeholder-related advertising strategies are summarized in abstract terms of the city's motto and logo. Measuring and evaluating the effectiveness of advertising tools can be considered as one of the most important tasks of media management. The right image of the city plays a crucial role in creating a successful urban image.

Territorial branding is one of the most effective ways to promote the city and increase its competitiveness. Successful branding can increase the status of the city. The creation of an online portal and interactive maps relate to the promotion of the territory and help to develop marketing messages in addition to an organically developed image and awareness of the place.

This type of branding is very important for the city of Pyatigorsk. In this regard, the development of an Internet portal and an information map on the cultural attractions of the city of Pyatigorsk is quite popular, socially significant and relevant.

Target of research: - develop an Internet portal "Cultural Pyatigorsk".

Goals:

- consider the features of the formation of the territory branding;
- identify ways to mediatize the branding of the territory;
- to study the current image of the city of Pyatigorsk in order to identify the advantages and disadvantages;
- develop an Internet portal "Cultural City".

Theoretical and practical relevance of research lies in the fact that its conclusions create a theoretical basis for further study and improvement of methods and techniques for the formation of territory branding. The materials and conclusions of the work can be used as recommendations to representatives of executive authorities, municipal administration, and press services involved in the development and implementation of the concept of branding their territories.

The scientific ideas and conclusions contained in the work on the methods of mediatization of territory branding make it possible to use them in the practical sphere as recommendations for creating an official website aimed at promoting the image of the city. The practical significance of the study lies in the fact that the resulting conclusions can be used in the educational process

of universities when teaching the disciplines "Brand Management" and "Image Science", as well as the special course "Territorial Branding".

Results of research:

1. An application and a package of documents have been submitted for participation in the competition-review of youth scientific and innovative projects "Innovative potential of University Youth" in the category "Journalism and Media Design". According to the results of the competition, the author of the project took the second place in the section "Journalism and Media Design" and received a diploma of the III degree.
2. An interactive map "On Lermontov places" has been created, it includes places in the city of Pyatigorsk that are directly related to the great Russian poet's pastime in the city. The map includes a description of places and historical information in two languages (Russian and English), their geolocation and the image of places.
3. An interactive map "On the Imperial Places" has been created, it includes places in the city of Pyatigorsk that are directly related to one of the most important families in the history of Russia, the Romanov family. The map includes a description of places and historical information in two languages (Russian and English), their geolocation and the image of places.
4. The quest "Places of literary heroes" has been created, it includes 12 questions related to the history of filmography and literature. The questions are based on historical data about the works of literature and cinema that are directly related to the city of Pyatigorsk: filming on the territory of the city, mentioning the area in the works of literature.
5. A mock-up site has been created, which includes three main sections "On Lermontov places", "On Imperial places" and "On places of literary heroes". The layout was created with the help of the Wix constructor, for this purpose, an analysis of Internet designers was carried out, strengths and weaknesses were identified.

Recommendation to

When creating a city site, you must:

1. Conducting marketing research of internal and external factors. The first is aimed at studying the current situation in the city: the general well-being, the degree of infrastructure development, the problems of society, etc. The second allows you to get an idea of the competing cities, the external economic situation and other factors.
2. Definition of the city concept and its positioning. It is necessary to take into account the distinctive features of the city, its attractions and cultural values.
3. The choice of Internet resources when creating a website. It is necessary to analyze the existing Internet sites and determine those that will be most relevant and convenient.
4. Posting information and checking the operation of the site. It is necessary to make sure that all the information is entered, and the Internet services work without interruptions.