

SUMMARY

Graduation qualification work:

«Event branding in the national branding system: the international dimension»

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Key words: national branding, national identity, event branding.

The relevance of the research topic is due to the following circumstances: firstly, in the context of global competition between countries in all spheres (political, economic, socio-cultural, informational), in a turbulent political situation and unfolding hybrid wars, the significance of a specially formed national brand of the state is growing immeasurably.

Secondly, aggravated geopolitical and geoeconomic processes, actualize the problem of theoretical and methodological understanding of the organizational imperatives of the concept of national branding in an interdisciplinary projection.

Thirdly, the current situation, provoked by the discrediting practice of modulating the foreign policy image of the Russian Federation using a wide range of technologies, requires the development of strategic decisions to develop a counter-strategy in the global information field.

Target of research: to systematize the organizational principles of enhancing the image positioning of the Russian Federation with event branding tools.

Tasks:

1. To systematize the key characteristics of national branding in the projection of the geopolitical agenda.
2. To specify the arsenal of tools and organizational principles of event branding in the system of national branding.
3. Systematize the key areas of national branding of the Russian Federation and describe its instrumental apparatus.
4. Develop a set of recommendations for increasing the communication potential of national branding using event branding in the projection of existing experience.

Theoretical and practical relevance of research

The results of the study may be of interest to state authorities and local governments. Analysis of achievements and problem areas, taking into account world experience in generating the communication potential of the regions as a factor in their development can serve as additional empirical material for updating the programs of socio-economic, investment, information reforming the program for promoting the Russian brand in the foreign policy communication space.

Results of research:

1. In turbulent geopolitical conditions, complicated by the dynamics of the development of the global information and communication environment (digitalization of information content, transparency of the information infrastructure, strengthening the role of social media, etc.), the purposeful construction of a state brand seems to be an extremely important task requiring its strategic solution at the highest level.
2. The image of Russia for objective reasons cannot be the same throughout the world, due to a combination of various factors. It should also be recognized that today, in relation to the Russian Federation, a discrediting information policy is carried out using various communication technologies.
3. Event branding as a technology of national branding has wide communication opportunities for promoting a country's brand.
4. Event branding in the national branding system of the Russian Federation has proved its high communication potential, and, therefore, work in this direction should be carried out on an ongoing basis with the involvement of a wide range of external and internal stakeholders.