

THE PROBLEM OF CREATING A POSITIVE IMAGE OF CHINA ON THE INTERNATIONAL ARENA

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Andrieieva K., Karlyuk S. The problem of creating a positive image of China on the international arena. The article is devoted to the research of the problem of forming a positive image of the People's Republic of China (hereinafter – the PRC) on the international arena. The theoretical bases of the international image of the country and the role of tourism in building up the country's image have been elucidated, the social, political, and economic pre requisites for building up the image of PRC have been revealed.

Key words: brand, international image, People's Republic of China, positive image, Tibetan conflict, tourism.

Андрєєва К., Карлюк С. Проблема створення позитивного іміджу Китаю на міжнародній арені. Статтю присвячено дослідженню питання створення позитивного іміджу Китайської народної республіки на міжнародній арені. Висвітлено теоретичні основи міжнародного іміджу країни і роль туризму в його створенні, розкрито соціальні, політичні, та економічні передумови для створення іміджу КНР.

Ключові слова: бренд, Китайська народна республіка, міжнародний імідж, позитивний імідж, Тибетський конфлікт, туризм.

Андреева Е, Карлюк С. Проблема создания положительного имиджа Китая на международной арене. Статья посвящена исследованию вопроса создания положительного имиджа Китайской народной республики на международной арене. Освещены теоретические основы международного имиджа страны и роль туризма в его создании, раскрыты социальные, политические и экономические предпосылки для создания имиджа КНР.

Ключевые слова: бренд, Китайская народная республика, международный имидж, положительный имидж, Тибетский конфликт, туризм.

The image of a country is formed in public consciousness on the basis of its real image, repeatedly emphasized by relevant information and communicative technologies and ideological constructs. The brand of a

territory represents a self-respecting image, which has widespread popularity and established fixation in public consciousness. One way or another, the effectiveness of the use of various communication tactics of individual image strategies becomes not only an object of scientific research, but also the widespread practice of many countries, even regardless the level of their socio-economic development. This is especially true for the creation of an international investment and political image of states [2]. The image of China at the present stage of its development has a number of peculiarities related to the rapid development of economic and socio-political processes, with the uniqueness of increasing prportion of China in the context of effectiveness of its international influence [4].

The question of analysis of the transformation of the international image of PRC is a separate aspect of study of such scholars as Bodruk O.S., Shevchuk O.P., Martsun O.V., and others. Scientific problems of structuring of new components of China's foreign policy have been reflected on in analytical developments of foreign politicians and political scientists Hill C.R., Menges K., Aichorn R.J., Kissinger G., and others [4].

The Chinese economy is becoming a potential leader on the world stage and has a rather significant impact on both individual countries and the global economy as a whole [5, p.73]. Over the past 10 years, China has achieved significant economic results. The average annual growth rate of Chinese GDP was 10.7%. China ranks second in the world in terms of GDP, and GDP per capita has grown fivefold. More than 50% of the population lives in cities. The volume of investments in education, health care, social security, employment programs, and construction of affordable housing is increasing. The prospects for the development of the Chinese tourism market are enormous and optimistic [3]. China has achieved rapid economic development, and is facing new strategic challenges, one of which is to strengthen the international image of the country.

As noted, branding is viewed today as a tool for creation of a country's reputation. A recognized expert in the field of territorial branding is the British expert Simon Anholt, who in the 1990s became the founder of the Nation Brands Index study and now plays the key role in this area. According to him, in a global world, every city, region, country should "compete for tourists, investment, trust, reputation, and respect from the

world media. The image of a country is its competitive advantage. Branding a country is a strategic approach to development of this advantage and vision of where the country can move. Without such a vision a country will not be able to compete". S Anholt and the American research company Global Market Insight offer annual estimates of the value of brands, or reputations, of countries around the world. According to the National Symbol Index of S. Anholt for 2014 – 2015, China ranks 28th, apparently not consistent with its economic and political influence in the world [6].

The main problem in shaping the political image of China is the official communist ideology. Including the country's pressing problems of bureaucracy and corruption – all this does not affect the positive image of China on the world stage. At present, a new generation of Chinese leaders is forced to take into account the complexity of political contradictions, especially in the context of aggravation of social problems in the national areas of PRC, the growth of foreign policy ambitions in China. The PRC recognizes the need for political reform in the country [1]. A special place in inter-ethnic relations is the Tibetan problem. In the Chinese paradigm, the Tibetan question is considered to be the fabrication of separatist-minded Tibetan diaspora and hostile Chinese forces, while in Tibetan, it's the problem of historical and political status of Tibet. At the core of the main paradigms of the Tibetan question is the conflict over the status of Tibet in relation to China, which is expressed in various forms, but the most fierce – in the struggle for the right of representation or ideological struggle for the right to represent the Tibetan people and its history. An important issue for PRC is settling down the Tibetan conflict [7].

One of the most effective factors in improving the foreign policy image of China is tourism and a significant attraction of the country's culture. Cultural exchange of China with foreign countries is expected to intensify, but in practice, it encounters resistance in a large part of foreign audiences. In some countries of the world, where the PRC has established the Confucius institutions for dissemination of Chinese language and culture, part of foreign audience for ideological reasons refuses to perceive Chinese culture. This seriously impedes its proliferation and influence in the world community [5].

The country's leadership understands that in order to create a positive international image, it is necessary, first of all, to use internal capabilities of the country: development of economy, science and technology, culture, education, pursuing a policy of peace, friendship, and cooperation. Also, taking an active part in international forums, exhibitions, sport competitions, summits, conferences, and more. And, of course, China must adhere to positions of strengthening peace and promoting world development. All this will contribute to building a positive image of China.

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