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IMAGE STRATEGIES OF UKRAINE:
MEDIA LINGUISTIC DISCOURSE

Abstract. Globalization processes of the information era, mediatization of modern society make it possible to apply to image new methods of analysis. Since today's state image is formed in media space, media linguistic area of image research seems to be one of the most promising. The relevant problem is connected with formation of effective image strategies, which we define as complex image actions, tactics, technologies etc. aimed at creating a successful image. The article analyzes innovative scientific investigations on image issues of leading world (A. Cheddad, J. Condell, K. Curranand, P. McKevitt, P. Diaz Rodriguez) and Ukrainian (H. Shevchenko, I. Kysarets, I. Lysychkina, O. Dobrozhanska, V. Fedorova) linguists. The author focuses on media discourse of image studies (works by V. Chekalyuk, I. Valevska etc.). It is postulated that media linguistic aspect of imageology is only developing and is considered mainly in the context of suggestive linguistics. The image potential of emotional-evaluative constructions, therapeutic metaphors / texts, reclamation lexems, verbalizers with positive semantics etc is determined. According to the author's argumentation, such language formulas have strong suggestive properties. The linguistic component of state image strategies implementation is analyzed. The author states that in Ukrainian media space the strategies of positive self-presentation, highlighting uniqueness and appealing to values can be quite effective. The scholar studies the linguistic resource of image publications about Ukraine on official government pages in social networks (Facebook and Twitter). The author systematically proves that image strategies in modern communication achieve maximum effect when verbal communication is accompanied by visualization of image symbols, situations and associations. Thus, an effective image mark is created, where there is a sublimation of meaning and expression, which can be considered a certain suggestive ideal in modern media.

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ІМІДЖЕВІ СТРАТЕГІЇ УКРАЇНИ: МЕДІАЛІНГВІСТИЧНИЙ ДИСКУРС

Анотація. *Глобалізаційні процеси інформаційної ери, медіатизація суспільства уможливлюють застосування до іміджу нових методів аналізу. Оскільки сьогодні державний імідж формується, зокрема, і в засобах масової інформації, одним із найбільш перспективних напрямів іміджевих досліджень є медіалінгвістичний, у межах якого актуальним залишається питання формування ефективних іміджевих стратегій – комплексу іміджевих дій, тактик, прийомів, технологій, спрямованих на створення успішного іміджу. У статті аналізуються інноваційні наукові розвідки з іміджевої проблематики провідних світових (А. Чеддад, Д. Конделл, К. Керран, П. Мак Кевітт, П. Діас Родрігес та ін.) й українських (Г. Шевченко, І. Кисарець, І. Лисичкіна, О. Доброжанська, В. Федорова) учених-лінгвістів, аргументується перспектива медійного дискурсу іміджевих досліджень (роботи В. Чекалюк, І. Валевської та ін.). Постулюється теза про зародження в сучасній науці медіалінгвістичного аспекту іміджелогії, який розглядається переважно в колі питань мовознавчого ресурсу сугестії. Визначається іміджевий потенціал специфічних мовних формул, що мають сугестивну властивість, зокрема, емоційно-оцінних конструкцій, терапевтичних метафор/текстів, меліоративних лексем, вербалізаторів із позитивною семантикою та ін. Аналізується лінгвістичний компонент імплементації державних іміджевих стратегій, з-поміж яких найбільш ефективними для України є стратегія позитивної самопрезентації, стратегія підкреслення власної унікальності, стратегія апеляції до цінностей та ін. Досліджується й фахово інтерпретується мовний ресурс іміджевих публікацій про Україну на офіційних урядових сторінках у соціальних*

мережах *(Facebook, Twitter). Автор планомірно доводить, що в сучасній комунікації іміджеві стратегії досягають максимального ефекту саме тоді, коли вони супроводжуються візуалізацією іміджевих символів, ситуацій та асоціацій. Таким чином, створюється ефективний іміджевий знак, в якому сублімуються смисл і експресія, що і є певним сугестивним ідеалом в сучасних медіа.*

Ключові слова: *лінгвоіміджелогія, імідж, лінгвістичні засоби конструювання іміджу, іміджеві стратегії України, медіа.*

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ИМИДЖЕВЫЕ СТРАТЕГИИ УКРАИНЫ:
МЕДИАЛИНГВИСТИЧЕСКИЙ ДИСКУРС

Аннотация. *Глобализационные процессы информационной эры, медиатизация общества предоставляют возможность применения к имиджу новых методов анализа. Поскольку сегодня государственный имидж формируется в том числе и в средствах массовой информации, одним из наиболее перспективных направлений имиджевых исследований является медиалингвистический, в рамках которого актуальным остается вопрос формирования эффективных имиджевых стратегий – комплекса имиджевых действий, тактик, приемов, технологий, направленных на создание успешного имиджа. В статье анализируются инновационные научные исследования по имиджевой проблематике ведущих мировых (А. Чеддад, Д. Конделл, К. Керран, П. Мак Кевитт, П. Диас Родригес и др.) и украинских (Г. Шевченко, И. Кисарец, И. Лисичкина, А. Доброжанская, В.Федорова) ученых-лингвистов, аргументируется перспектива медийного дискурса имиджевых исследований (работы В. Чекалюк, И. Валевской и др.). Постулируется тезис о зарождении в современной науке медиалингвистического аспекта имиджелогии, который рассматривается преимущественно в кругу вопросов языковедческого ресурса суггестии. Определяется имиджевый потенциал специфических языковых формул, имеющих суггестивное*

свойство, в частности, эмоционально-оценочных конструкций, терапевтических метафор / текстов, мелиоративных лексем, вербализаторов с положительной семантикой и др. Анализируется лингвистический компонент имплементации государственных имиджевых стратегий, среди которых наиболее эффективными для Украины являются стратегия положительной самопрезентации, стратегия подчеркивания собственной уникальности, стратегия апелляции к ценностям и др. Исследуется и профессионально интерпретируется языковой ресурс имиджевых публикаций об Украине на официальных правительственных страницах в социальных сетях (Facebook, Twitter). Автор планомерно доказывает, что в современной коммуникации имиджевые стратегии достигают максимального эффекта именно тогда, когда они сопровождаются визуализацией имиджевых символов, ситуаций и ассоциаций. Таким образом, создается эффективный имиджевый знак, в котором сублимируются смысл и экспрессия, что является определенным суггестивным идеалом в современных медиа.

Ключевые слова: лингвоимиджелогия, имидж, лингвистические средства конструирования имиджа, имиджевые стратегии Украины, медиа.

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State image construction is a complex intellectual multicomponent process, the ultimate result of which is creation of a positive, favorable impression of a country at the internal (national) and external (international) levels. However, pluralism of interpretation, integrity and interdisciplinary approaches of modern science make it possible to apply new methods of image analysis which predetermine departure from its traditional interpretation as being exclusively studied in political academic discourse. The realities of the 21st century – globalization, flourishing of information age, mediatization of modern society – clearly demonstrate: nowadays image is a phenomenon that has a polyfunctional nature; it is formed, improved or discredited primarily in media space.

Therefore, one of the most perspective directions of image investigations is, in our opinion, media linguistic.

In the context of media linguistic image analysis it is essential to pay attention to the peculiarities of competent usage of effective **image strategies** – complex image actions, tactics, techniques, technologies aimed at creating a successful image.

The relevance of the research problem is evidenced in innovative scientific researches of many foreign scholars – A. Cheddad, J. Condell, K. Curranand P. McKevitt (Ulster University, Northern Ireland) [2], Hsiang-Ming Lee (Ching Yun University), Ching-Chi Lee and Cou-Chen Wu (National Taiwan University of Science and Technology, Taiwan) [7], A. Junevicius and M. Puidokas (Kaunas University of Technology, Lithuania) [8], P. Diaz Rodriguez (University of America), A. Santana Talavera (La Laguna University) and A. Jonay Rodriguez Darias (*European University of the Canary Islands, Spain) [5], K. Dwi* Cahaya Putra (Bali State Polytechnic University, Indonesia) [9], E. Alekseeva (Apparatus of the Federation Council of the Federal Assembly of Russia, Russian Federation) [1], I. Vasylenko (Lomonosov Moscow State University, Russian Federation) [14-15], I. Smirnova (Saint-Petersburg State University, Russian Federation) etc.

The image aspect of academic investigations is quite successfully developing in Ukraine as well. Ukrainian scholars analyze peculiarities of constructing effective image strategies in various research paradigms:

• *political* (H. Shevchenko, O. Kuchmiy, V. Tubaltseva, R. Ohryzko, M. Ryzhkov, O. Prokhorenko, S. Troyan [13], I. Vris [16], I. Kysarets [10];

• *military,* which is represented by modern Kharkiv scientific school (I. Lysychkina [11]);

• *philosophical,* systematically studied in theoretical developments of O. Dobrozhanska;

• *cultural* (J. Panchenko);

• *pedagogical* (V. Fedorova [6]) etc.

Media discourse of image research is integral in its nature and closely related to all of the above-mentioned directions. In this area, works by V. Chekalyuk [3-4] and I. Valevska are worth of scholars' attention.

However, **media linguistic aspect of imageology** is only developing and is considered mainly in the context of suggestive linguistics (the works of N. Slukhay [12]). In academic discourse **the strategy of constructing an image** is defined as a specific "model of actions, that is focused on forming an image in minds of various target groups, based on usage of marketing elements to achieve specific goals by providing support to the representatives of these groups" [6].

According to the proposed definition, **linguistic aspect** of image strategies formation involves usage of different linguistic means which contribute to construction of a successful image. We consider that emotional-evaluative constructions, therapeutic metaphors / texts, reclamation lexems, verbalizers with positive semantics etc. have a powerful image potential. Such language formulas, as rightly states prof. N. Slukhay [12], appeal to subconsciousness, stimulate emotional channels of information perception. They also have strong suggestive properties. We emphasize that the use of these linguistic means is possible in strategies of different types – image formation, image enhancement, image reparation etc [11, p. 97-102].

We consider that today Ukraine needs the implementation of all of the above-mentioned types of **macrostrategies,** aimed at creating and improving the state's image. The achievement of this goal involves the use of a number of effective **microstrategies** – "partial, auxiliary tactics, methods that promote the optimal impact on the recipient" [11, p. 99]. Within the framework of image formation and image enhancement macrostrategies at present stage of state development the following kinds of microstrategies (classification by I. Lysychkina [11]) may be used:

* *a strategy of positive self-presentation,* aimed at creating a favorable impression on a country at national and international levels. The work of media in this area is to skillfully manage the

impression on the country in the world. Illustrative examples of implementation of this strategy are image publications on the official page of the Cabinet of Ministers of Ukraine in Facebook "Government portal" [17], aimed at informing citizens about the main achievements of the state in various fields: medical, economic, political, cultural, construction etc. Note that most of these media publications are creolized. According to our observations, linguistic resource of positive self-presentation strategy includes usage of ameliorative emotional and evaluative structures, in particular epithets, appealing to emotions and feelings of recipients. Such structures are very effective verbal means of creating a trance state. Other scholars also pay attention to such a characteristic of the mentioned structures [12, p. 104]: *"The government is changing the health care system so that every Ukrainian can receive **high-quality** and **affordable medical care"** [16.01.2019, FB], *"Soon, the State Border Guard Service of Ukraine will receive **multipurpose** (patrol) helicopters Airbus H125! **Modern functional** 5-seat helicopters "Airbus Helicopters" can be effectively used to protect the state border. In general, the border guards will receive 24 helicopters, which will be placed along the entire line of the border, at 14 base points"* [27.04.2019, FB].

To ameliorative emotional and appraisal constructions also belong verbalizers with positive semantics indicating **quality, guarantee** etc. [12, p. 105]: *"In three years, the Government plans to connect all regional centers with **high-quality roads**. This will be possible due to t**he large-scale construction and repair of roads**, which had not been done since Independence. The Government provides **timely and full financing** of all works. This year, 55.6 billion UAH will be spent on road infrastructure. **Guarantee** on recovered roads will be 5 years. And the **quality** of repairs will be thoroughly checked"* [26.04.2019, FB].

We emphasize that **appeal to factual and statistical data** is an effective way to achieve the image goal: *"Ukraine has exported **more than 24 million tons** of grain! These are the export results as of January 9, 2019. They are **3 million tons bigger than last season's.** In the structure of grain exports, wheat (**10.6 million tons**),*

barley (*3.1 million tons*) and corn (*9.9 million tons*) rank first"
[13.01.2019, FB]; *"$ 43.2 billion was export of goods for 11 months of 2018", "Building a fair pension system is one of the main achievements of the Government. Last year, a gradual increase in military pensions was introduced. As a result, the average pension for three years **has grown 1.7 times** and will continue to grow"* [25.04. 2019, FB] etc.

Image strategies in modern communication achieve maximum effect when verbal communication is accompanied by visualization of image symbols, situations, associations. A synthesized **image mark / formula / label** etc. is created, where there is a sublimation of meaning and expression. It can be considered a certain suggestive ideal in mass communication. In particular, this situation is observed in **a strategy of positive self-presentation**.

A strategy of positive self-presentation
("Government portal", FB)

It should be noted that creation of an interesting, modern brand of the country is an important element of constructing a positive state image. In this context, the state-owned brand **"Ukraine Now"** [18], developed by Banda Agency, is a very successful project.

Today **Ukraine Now** is the only large-scale state-owned brand approved by the Cabinet of Ministers of Ukraine on May 10, 2018. The brand won the "Rebranding of the Year: Change or Go Home" nomination under the X-Ray Marketing Awards 2018 and ranked second in the "Communications Revolution" nomination" [19], while its logo received a prestigious Red Dot Design Award (Essen, Germany), category "Corporate Identity" [20].

In our opinion, **"Ukraine Now"** can be successfully used in the state image strategy of positive self-presentation. Promising for linguistic analysis is the brand's advertising campaign: slogans, billboards, photo and video materials that accompany it contain a powerful image component, which is manifested in:

• **emotional subjective judgments, "reading thoughts"**: *"Brand of the country **with which I want to get acquainted**"* [18];

• **intentional repetition of lexemes in the brand name and use of semantically strong words**: *"Now" is the most important word for Ukraine **today**. **Modern** Ukrainians – they are about "now". They do not wait, they are not afraid. They operate and create **new** companies, **new progressive** businesses, **new** cafes, restaurants, festivals, **new** factories, **new** creative academies and **innovative** technology parks **right now** "* [18];

• **use of imperatives with additional economic stimulation (according to N.Slukhay** [12]**):** *"**$ 3,6 bln** worth IT-sector. **Invest in Ukraine Now**", "**$17,8 billion** agricultural export. **Invest in Ukraine Now**", "**$ 4 bln** worth building sector. **Invest in Ukraine Now**"* [18];

• **use of non-verbal elements:** natural background images that emphasize the uniqueness of the country: *"Plenty of **unique places**. Visit **Ukraine Now**"* [18] etc.

*Let's pay attention to the **strategy of positive self-presentation** developed by the company (the national brand **Ukraine Now**)*
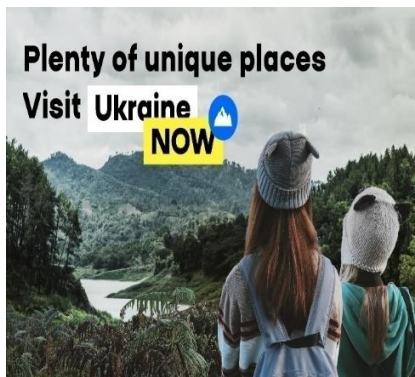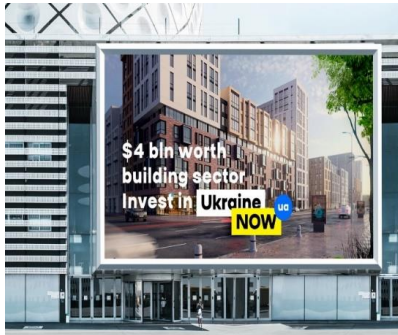
The strategy of highlighting uniqueness can also be quite effective for Ukraine. The aim of this strategy is to verbalize the accentuated attention on those features of a state, which distinguish it favorably from other countries. It should be noted that in modern Ukrainian mass media this strategy is being implemented quite successfully, as evidenced by a number of special projects of the TV channel "1+1": **"My country. Beautiful and Independent"** [21], a cycle of documentaries **"Ukraine. The Return of History"** (also a documentary-historical film **"Treasures of the Nation"**, whose authors are looking for lost artifacts, confirming Ukrainian statehood, and debunking myths about the main historical brand of the country – the Cossacks) [22], a special project **"25 Independent Years"** [23], whose purpose is to recall the most striking events in the history of the state during this period (1991-2015) etc.

A major public response was caused by the national action **"7 Wonders of Ukraine"** [24], initiated by the Mykola Tomenko foundation "Native Country" (2007). The project tells about valuable natural and historical-architectural monuments of the state. We should note that such projects are very important for constructing a positive state image. The main linguistic means used by media in the framework of **image strategy of highlighting uniqueness** are, as a rule, emotionally-estimated metaphorical and epithetic constructions: "*Our country has **great opportunities** for the development of alternative energy ... In Zaporizhzhya region there is Tokmak's solar power plant, which **enchants the strength and capabilities** of the latest technologies*" [25], "*Lviv castles **fascinate by its architecture, mysterious legends and picturesque landscapes**. If you don't know where to spend the next weekend, we suggest choosing a convenient route "Golden Horseshoe of Lviv region" and visit **mysterious castles that every Ukrainian must see**" [26], "*Khortytsya island is the largest island on Dnipro, **the uniqueness of which lies in a rare combination** of various*

*natural complexes, monuments of geology, culture, history on one territory... **The natural uniqueness of Khortytsia** is that it contains samples of all the landscapes of Ukraine in the miniature"* [27], *"**Kyiv Pechersk Lavra** is an **outstanding monument** of not only Ukrainian, Slavic, but also **world culture**. Taking into account **the exclusiveness of the architectural ensemble**, the role of the Lavra in the development of Ukrainian and world culture, science and education, the 14th session of the UNESCO International Committee in 1990 included Kyiv Pechersk Lavra to the "UNESCO World Heritage List"* [28] etc.

The strategy of highlighting uniqueness in media projects
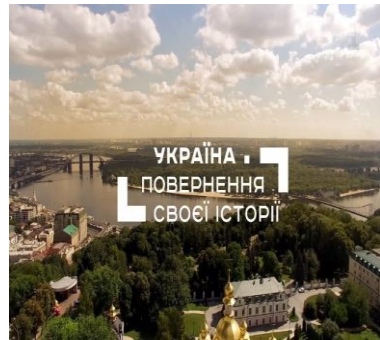
One of the most effective image strategies of our state can be ***the strategy of appealing to values*** – e.g., of culture, history, science, music, sports etc. The question arises: why is the axiological approach so

important, and not only for image makers, but also for linguists who work with texts?

Many leading world companies – Reputation Institute (consulting company to assess reputation, Boston, USA) [29], Forbes [30], U.S. News & World Report [31], Business Fondue [32] etc. rank each year the most "culturally attractive" countries, countries with the best reputation. It is clear that the results of such studies are a kind of reflection of their international image.

According to U.S. News & World Report "Best countries- 2019", Switzerland has the best world reputation this year. Also, the top 5 countries with a positive external image include Japan, Canada, Germany and the United Kingdom. Of the 80 countries included in the rating, our country is only 65th, which obviously indicates the need to revise the image policy and introduce a number of measures aimed at repairing the national image. Indeed, Ukraine has many aspects to be proud of. According to I. Kysarets [10], a high image potential have Ukrainian scientific schools of cybernetics (academician V. Glushkov), biology (academician M. Kholodny), microbiology and virology (academician D. Zabolotny), gerontology (academicians D. Chebotaryov, N. Frolkis), the Paton dynasty etc. However, it should be emphasized that the results of scientific research and professional proposals of Ukrainian scholars, primarily linguists, are not sufficiently worked out in media communication, which is a kind of "bridgehead" for the construction of a state image.

Ukraine in international ratings "Best countries - 2019"
(U.S. News & World Report)

62	Romania	49	44	43	59	41	76	54	70	38
63	Oman	61	76	65	67	78	33	59	42	72
64	Guatemala	79	52	60	72	72	51	33	64	61
65	Ukraine	46	51	51	53	51	67	71	39	59
66	Colombia	60	18	53	46	47	64	69	50	63
67	Bulgaria	52	55	36	78	58	80	52	73	33
68	Kazakhstan	74	72	72	80	75	29	68	43	65

On the other hand, ***the image strategy of appealing to values*** is quite successfully realized in media publications about Ukrainian historical and cultural heritage. Recently, an Australian tourist resource ***Lonely Planet*** has published a large number of materials devoted to Saint Sophia *Cathedral* in Kyiv. Lonely Planet has given it the status "Top choice church in Kyiv", which obviously testifies to the high appreciation of the Ukrainian cultural monument in the world. Virtually each of these publications contains elements of **image text**, in particular, emotional and appraisal of presentation of information:

*"The interior is **the most astounding aspect** of Kyiv's **oldest standing church**. Many of the mosaics and frescoes are **original**, dating back to 1017–31, when the cathedral was built to celebrate Prince Yaroslav's victory in protecting Kyiv from the Pechenegs (tribal raiders). While **equally attractive**, the building's gold domes and 76 m-tall wedding-cake bell tower are 18th-century baroque additions"* [LP, 33], *"Each mosaic and fresco had its allotted position according to Byzantine decorative schemes, turning the church into a **giant 3D symbol of the Orthodox world order**. There are explanations in English of individual mosaics, but **the one that immediately strikes you** is the 6 m-high **Virgin Orans** dominating the central apse"* [LP, 33].

Media attention is also attracted to the wins of Ukrainians in **sports industry**. This year we have many brilliant sportsmen to be proud of: March-April, 2019 – Dmytro Pidruchnyy becomes the world champion in biathlon for the first time in the history of Ukraine; biathletes Vita and Valentyna Semerenko, Anastasiya Merkushyna and Yuliya Dzhyma get "bronze" in women's relay; Nataliya Ursulenko receives a gold medal in pushing nucleus; Mykhaylo Kharuk becomes the world champion in snowboarding.

Such events create the state's image, therefore it is extremely important to inform society about them in a timely and verbally effective way in which not only Ukrainian, but also world media and social networks (in particular, Twitter, Facebook etc.) are engaged today:

*" **Congratulations** to Martha Fedina on **victory** at the FINA World Series tournament on artistic swimming in Greece.*

*92,700 such grates have brought **our mermaid gold** in an arbitrary solo"* [TWTR, 07.04.2019]; *"**Fantastic!** Snowboarder Mykhaylo Haruk is a world champion among juniors!!! Congratulations to the coaches and parents with **the high result**!"* [FB, 03.04.2019], *"**He can't quite believe it** – Ukraine's Dmytro Pidruchnyi is your new **World Champion in the pursuit** – after missing out on a sprint medal by 0.3 seconds"* [TWTR, 10.03.2019], *"On the finish line – Germany almost made the comeback to the podium but **Ukraine hold on to the bronze medal!#2019Ostersund**"* [TWTR, 16.03.2019] etc.

The image strategy of appealing to values: sports achievements of Ukrainians (March-April 2019, TWTR, FB)

The analyzed image texts are highly effective due to the use of creolized elements in verbal communication, mainly photos, videos,

emoticons, various symbols appealing to emotional channel of information perception. Which is more, the accumulation of ameliorative lexems significantly influences the construction of a positive state image.

Therefore, the construction of effective image strategies is a task that today must be solved both at verbal and interdisciplinary levels. Ukraine has a huge image-forming potential: cultural, historical, scientific, musical, sports, etc. that needs a positive presentation in media. In our view, theoretical and practical scientific investigations within linguistic imageology are promising in this field, especially due to their capability to explain the mechanisms for creating effective image texts – "guarantors" for the construction of a successful state image.

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ABBREVIATIONS
FB – Facebook
TWTR – Twitter
LP – Lonely Planet