

PROJECT PROPOSAL

PROJECT NAME

Features and specificity of international communication
while creation of favorable country image

DATE

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PROJECT ENERGISER

Novoselova, Olga
Department of Public Relation and advertising
Ural State University
Lenina st 51
620000 Ekaterinburg
Russia
La_cigale_15@mail.ru
+7(343)257-67-72, +7-90287-17848
www.uralbrand.ru

Name, First Name, Title
Department
University/Organisation
Street, No.
City, ZIP-Code
Country
E-Mail
Phone
Website

BRIEF OUTLINE OF THE PROJECT

Research question or educational challenge

Recently in a political discourse it is possible to find out a frequent mention of idea that in foreign policy of the modern states and in the international relations the important role plays formation of the country international image, a positive national image, increase of state reputation, representation improvement about the country abroad. However important for each state is thus not only its own national image, but also images of other countries and other actors of the international relations, formed in public opinion of its citizens or citizens.

In the conditions of general access to the important political information, concerning actors of the international relations which are in the different points of a planet, - the access assuming possibility not only receiving, but also creations of information reports, and also their global distribution, the general volume of the accessible information on the potential or real partner in the international cooperation quantitatively increases and qualitatively changes in comparison with times of the centralized systems domination of information distribution. And if to speak about qualitative change of this information it is necessary to pay attention to its inconsistency caused by potentially unlimited quantity of sources, differently interpreting those or other data.

Interacting on the international scene, all actors of such interaction are interested in possession by adequate representations about the partners. However, as to form adequate representations is

becoming to more difficult, methods used at the organization of the international communications get the increasing importance. Arises questions on correctness and specificity of advancement promoting brand methods usage depended on the country.

Goals of the project

1. To define public opinion of the countries – partners where actions for promoting country brand are carried out
2. To define the optimum tooling, necessary for advancement and creation of favorable image of the countries
3. To reveal the best PR actions for promoting brand of the country, considering socio - cultural features of the countries.

Overall timeline (start and end of the project – month and year):

The beginning: 01.09.2010 – 30.12.2010

Milestones (i.e. setting up the project team, meetings, conferences, surveys, papers, ...)

For realization of the project the essential help of Association in search of the European specialists for setting up the project team, participation in analyzing mass media information and carrying out interviews are required.

The result of the project will be the collective monographs where the recommendations connected with increase of efficiency used PR campaigns in the course of creation of favorable image of the Research result: understanding of socio-cultural state features influence on the perception character organized PR – actions, perspectives of methods changes for promoting brand of the country. The received recommendations will be focused on representatives of high schools, professional PR – experts, researchers in the field of favorable reputation creation.

Subject of our research – the methods used for promoting favorable reputation of the states. The theme reveals in three measurements:

- First, description of organized campaigns, actions for promoting image of the country in other foreign states;
- Second, mass media reflection the perception of organized campaigns, actions in this or that country;
- Third, the organization of public opinion researches: it is necessary to know, how the country is perceived by inhabitants of other state and their reaction to carried out campaigns, actions. Use both quantitative, and qualitative methods is required to you.

Resource planning (finances, other resources and support)

Please give details and how these already have been secured or how resources may be secured after the proposal has been recognized as an Euprera project (Euprera will be able to manage sponsorship contracts and assign funding acquired by a project team to this specific project; project teams and sponsors will benefit by using the Euprera logo and network). Each project group will be able and obliged to present itself on the Euprera website and will have access to a private online forum for collaboration. Please name both annual and overall resources.

Expenses on research will be required: working out the program and research tools, payment of interviewers work, technical data processing, the analysis of data and preparation of the report, encouragement to experts, an overhead charge. As a result of the project will be the monograph financing of publishing expenses is required. It is necessary the help of Association in search of sponsors.

And also possibility of site EUPRERA resources usage for placing the information about the project and carrying out interviews.

How can Euprera members join the project? Who should join the project?

Requirements and benefits for potential team members

In order to be recognised as an Euprera project, every proposal needs to attract at least 3 Euprera members who join and form a project group. One of them – this might be the project energiser or someone else – will be the project leader. Euprera projects should be collaborative efforts (not projects run by one member and backed by others) which truly use the Euprera network to join forces and produce results valuable to the Euprera community. Please describe whom you need to start the project (members from specific countries, with specific research interests or methodological know-how), how they will have to commit themselves (i.e. joining project meetings, running local surveys, etc.) and how they will benefit from the project proposed (i.e. by using the overall data collected in the project, by co-authoring papers etc.) Please describe how many members you need and describe the (different) roles of team member.

We are inviting to join project team and to run local surveys:

- Representatives of an education sphere from different countries who are interested in analyzing country image (representatives from 2-3 countries)
- Professional PR specialists from different countries (representatives from 2-3countries)