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## **РОЛЬ ЖУРНАЛИСТИКИ И ВИЗУАЛЬНОГО КОНТЕНТА В ПРОДВИЖЕНИИ НАЦИОНАЛЬНЫХ БРЕНДОВ**

*В условиях глобализации и цифровизации экономики эффективное продвижение глобальных брендов становится ключевым фактором обеспечения конкурентоспособности стран на мировой арене. Современная журналистика, используя инструменты семантической интерпретации в сочетании с возможностями визуального контента, играет значительную роль в формировании общественного восприятия бренда, особенно в контексте национальной идентичности. Особое внимание уделяется вопросам достоверности источника и балансу между информационными и маркетинговыми целями. Таким образом, работа поднимает актуальные проблемы на стыке медиа, культуры и брендинга, предлагая комплексный взгляд на роль журналистики и визуальных коммуникаций в продвижении национального имиджа.*

## THE ROLE OF JOURNALISM AND VISUAL CONTENT IN PROMOTING NATIONAL BRANDS

*In the context of globalization and digitalization of the economy, the effective promotion of global brands is becoming a key factor in ensuring the competitiveness of countries on the global stage. Modern journalism, using tools of semantic interpretation, combined with the capabilities of visual content, plays a significant role in shaping public perception of a brand, especially in the context of national identity. Particular attention is paid to issues of source credibility and the balance between information and marketing objectives. Thus, the work raises pressing issues at the intersection of media, culture, and branding, offering a comprehensive perspective on the role of journalism and visual communications in promoting national image.*

At the present stage of the society development, when digital technologies are rapidly being introduced into all spheres of life, the analysis of benefits and challenges that ongoing transformations may bring is of considerable interest. The purpose of this article is to explore the mechanisms of influence of journalism and visual content on the formation of national brands in the context of digital transformation and to develop practical recommendations for their integration in order to enhance the global competitiveness of countries.

In the age of digital technology, audience attention has become the most valuable resource. Countries compete for tourists, investments and a positive image on the global stage. Journalism and visual content are key channels for shaping this image. They do not simply inform, but evoke emotions and long lasting associations.

A national brand is the image and reputation of a country. Visual content includes photos, videos, and infographics. According to data from social media research agency We Are Social, users spend an average of 2 hours and 24 minutes per day on social media [1]. And content with images receives 94 % more views than text-only content.

The role of journalists in national branding is to create images that transform the country's image into a vivid, understandable and attractive story for the target audience [2]. Relying on public trust, they form an image that is not imposed by advertising, but is organic and authentic, which ultimately becomes part of the collective perception of the nation. Journalism promotes the national brand by using various formats: reports for authenticity, interviews for personal stories, and articles to build an expert image, together creating a positive national identity.

One of successful Belarusian projects is the Belarusian Telegraph Agency, the main source of official news within the framework of state information policy. Also, Women of Belarus magazine is not just a publication, but a living organism that breathes the beauty of Belarus, tells its unique stories and becomes a bridge between local heritage and the global community [3].

Each visual format shapes the national brand in its own way. Photography instantly creates an emotional connection and recognition through images. Video provides a deep immersion, bringing the country's history to life and making it

engaging. Infographics, in turn, structure complex data, providing clarity and strengthening trust in the information provided.

Social networks are used to solve specific tasks in promoting the country. For example, Pinterest shows visual aesthetics — nature, architecture, design. Meanwhile, TikTok immerses the viewer in culture through video formats — from travel vlogs to educational content. The key principle is to adapt information to the specifics of each platform.

Campaigns for the visual promotion of countries use different approaches to create a unique image. The Incredible India campaign creates an image of a spiritual and diverse country through rich photographs. And the slogan «I love NY» proved the power of a simple symbol: its logo and images have become a global phenomenon.

Travel bloggers and influencers promote tourism products, acting as intermediaries between regions and audiences. Their publications, reports and advertisements inspire greater trust — 2–3 times higher than official sources [5]. This helps to create an attractive image of regions and increase tourist demand, especially among young people and social media users.

For example, press tours with bloggers Ermolkinaaaa and kriis\_travel in the Vitebsk and Grodno regions (Belarus) and campaigns with Mishka.travel and Artem Ryndevich about Kaliningrad and Altai (Russia) have been successful. Such formats have advantages, among which is high conversion and engagement, as well as limitations, such as risks due to the blogger's style and content control. It's needed to highlight that effectiveness increases with a good choice of influencers.

In Belarus, national and local initiatives are also effective. The Travel. Feel. Be Inspired campaign promotes domestic tourism through social media, competitions, and press tours with bloggers and journalists, combining visual storytelling, community involvement, and native advertising for strong emotional engagement.

In Russia, Tez Tour and Demis Group used targeting, chatbots, and feedback to increase reach and conversion [4]. Foreign examples include Visit Iceland, which engaged local communities after the 2010 volcanic eruption, and VisitScotland, known for emotional storytelling and multi-channel promotion.

Analysis of these cases has identified three key principles of national promotion strategies: engaging local communities, using interactive and personalised tools, and focusing on visual and authentic content. Trust in tourism products is growing thanks to the participation of real people, transparency, and the emotional engagement of the audience.

The integration of efforts by the state, media and business is key to the successful development of tourism. The state forms the legal framework, finances and develops the support infrastructure. The media create emotional content through storytelling and engaging formats. Business implements these tools to expand its reach and strengthen audience trust.

It is recommended to create joint platforms for media content with the participation of state structures, bloggers and business. Partnerships need to be developed to scale projects and support small and medium-sized businesses, especially on social networks such as TikTok and Pinterest.

Thus, a strong national brand is created through a combination of blogger trust and journalism. Emotional visuals and authentic stories enhance audience engagement, while strategic partnerships between the state, media and business ensure a holistic perception of the country. It is this comprehensive approach that shapes a sustainable image at the global arena.

A modern national brand is a living story, not a static image. Its sustainability is ensured by the promotion of verified information and emotional visuals, as well as the integration of digital technologies. The path to a successful brand lies in the joint creation of unique stories, where every element — from news reports to blog posts — shapes a holistic perception of the country.

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## **ОЦЕНКА КОНКУРЕНТОСПОСОБНОСТИ ПРОДУКЦИИ И НАПРАВЛЕНИЯ ЕЕ ПОВЫШЕНИЯ (НА ПРИМЕРЕ ОАО «БЕЛЛАКТ»)**

*В статье проводится оценка конкурентоспособности продукции крупного белорусского предприятия ОАО «Беллакт». Кроме того приведены данные анализа ключевых факторов, влияющих на конкурентные позиции компании на внутреннем и внешнем рынках. А также обоснованы стратегические направления и конкретные мероприятия по повышению конкурентоспособности.*

Волковысское ОАО «Беллакт» — современная компания, лидирующая на рынке продуктов детского питания и молочной продукции. Умелое сочетание традиций переработки молока с новейшими технологиями и эффективной работой специалистов позволяет компании соответствовать высоким