

Here the peculiarities of the image of the country are underlined which, firstly will help to explain some **regional trends**, secondly, will allow seeing it in the **context of the huge changes** in the global politics and, finally, will boost the creation of the international image of our country for **different audience, purposes and tasks**. Though the examples are brought from a printed press, our study was carried out based on the materials (including official information, academic and expert researches, the comparison of the publications as well as a number of interviews conducted with diplomats, experts and journalists) regarding global, regional and domestic developments and image of other countries of the region.

Which are the modern realities, environment?

New tasks. Technologies. Democracy. Globalization. Geopolitics. The struggle of identity and image. Popular geopolitics. The change of the essence of “power”. Open information field. Civil society. Changes from inside.

What developments are there in our region and round it?

Taking into consideration the drastic changes in international politics, geopolitical processes in the region and Armenian-Turkish relations, one can speak about **image geopolitics** in the region.

Everything comes to prove that **the process of the purposeful managing of the notions, dictating of the agenda, fabrication of the confidence and new images creation** in which different actors are involved, goals set (**long-term and short-term**), various **means (open and hidden)** are used.

For **long-term goals** and open means first of all the **public diplomacy** is used (including cultural, sports, museum, media diplomacy). At the same time, to intensify the influence the **verbal information** is supplemented by the **visual**, and, which is more important, **event-trigger planes**. The next characteristics refer to the **audience**: it is broadened and transformed from the local into the global (not only who, what, where, when and how says but to *whom* those words are directed is important). ***Legitimacy, confidence, authority, leaders, separate personalities, the worries of the people, its fears and expectations, symbols, identity and the history*** become necessary means in those processes.

Different images are facing each other in the region, meanwhile:

1. They are not created exclusively in the region, or it would be better to say, not so much there,
2. Different actors which pursue various goals are involved in this process.
3. Foreign policy and image are very often a continuation of the domestic policy.
4. The struggle between *strengthening of the identity* and its *rejection* is going on.
5. Image or its modeling is very often presented as politics.

The dangers under such conditions:

The issue of the social immune system. The new tendencies in Armenian-Turkish relations showed that “we are not ready to protect our society” and the statements of the foreign figures influence us more (Vigen Sargsyan, “Haylur” Sunday programme).

The issue of managing of the perceptions. The wrong analysis may tangle, hamper the short-term goals, but the most dangerous is that it may become a tool in the long-term programmes of others. The essence and difficulty of managing impressions may bring to the undesirable changes, and not only on the level of common people but also on the level of the leaders, which means that some crucial decisions can be **irreversible**.

Which tasks are distinguished?

Signals. Amid such conditions the interpretation of information, singling out valuable signals and image from correspondingly noise and reality become topical.

The issue of confidence. The governments compete for confidence not only with each other, but also with media, corporations, international and non-governmental organizations, scientific community. Politics becomes more dramatized and aimed at global audience and according to Joseph Nay “*In an information age, it is often the side which has the better story that wins*”.

The formation of the agenda. The availability of the *agenda* of your own as well as the creation of *the meanings* (and not destroying), the respectful attitude towards *symbols* (and not their annihilation or sneering) provide the minimal integral mix, which can be protected by the public conscience. This is also a very important process from the point of view of the self-image of the country, its international image, and its absence, or even worse, its passing to the others, is very dangerous.

The issue of context. Today all the serious issues regarding Armenia are within the context of global interests. It is necessary to be well aware of the content of the context.

Image as a strategy resource.

As an important non-material factor of the power of the state, alongside with other factors, it becomes even more demanded and in a wider context of perceptions' management it becomes a strategic resource.

Image geopolitics and national security.

The means of image formation in the international mass media. The role of media.

Framing and other issues; naming, the managing of news, *visibility, low or high profile* and etc.

Verbal, visual and event-trigger components.

History and virtual history. Virtual geography. The issue of identity and collective memory.

Conclusion. The formation of image as an art of the purposeful managing of perceptions is topical.