

Annotation

Graduation thesis on the subject: «Transnational companies as an influence on image of Russia in analytical aspect»

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Relevance of the research issue: Consider the relevance to economic stabilization along with fortifying of Russia, it is necessary to monitoring an information flow present day. Idea force should affect all ranks of society. Progressive modern Russia needs new image with a glance of its historical, cultural and educational continuity. Globalization draw after it new cyberspace and society. Information is used as confrontation instrument in diplomatic relations.

Scientific research of a corporate image through the lenses of an item of news in mass media, and its influence on the state image were not subject to study before and is of our interest.

The purpose of investigation is in the analyses of influence transnational companies' image on international image of Russia.

Research objectives:

- to investigate the notion and the conceptual framework of state image;
- to find out the main characteristics of transnational companies and special features of theirs image;
- to assess role of mass media in state image-building process;
- to show the image of air carrier «Aeroflot» and its influence on the Russian image;
- to show a theoretically application the present image of the monopolist «Gasprom» in the country identity program.

Scientific and practice novelty:

The practical importance is application of the research data in the work by PR-departments of multinational corporations to develop strategic development concepts; by experts who make the state image. These theses could be used in theoretical courses of RP, imageology, political science, international relations and journalism.

This research helps to prognosticate society feelings and reaction to take measures steps for prevention of aftergrowth in business- and state spheres. Results and offers in the thesis, are effective in productive work of the government and commercial enterprises' press-services.

Summary and advices:

Any legal state controls and directs an information flow in the right area to derive benefits from the situation. In crisis time unacceptable control forms are the most appropriate and productive than it was before. Transnational companies can be representatives of their country and consolidate its positions. But close contact between corporations and establishment involves a negative views of Russian business.

After a long twilight period «Aeroflot» takes the leading position among European airlines and improves its market reliability every year, according to ratings and awards. «Dobrolet» is an lowcost project that reduces the negative impression of low-quality and expensive flights inland.

It is important to bridge a gulf to various Nonprofit and international organizations, as their words are favoured. «Gasprom» needs depoliticize and commercialization to save its dominant market position.

Work of large corporations has an effect on state image but they cannot shake or change it radically. The state image is made up of several factors political and cultural activity.