

**THE STUDY OF THE IMAGE OF THE CITIES OF POLOTSK AND NOVOPOLOTSK
ON THE BASIS OF THE COMPOSITION INFORMATION EVENTS
AND POSITIONS IN THE RANKINGS**

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The necessity of studying the image of the city with the aim of establishing its brand. The possibilities of the use of the method of analysis of the information there to analyze the image. The results of analysis of the information events in relation to the cities of Polotsk and Novopolotsk.

In modern culture the interest in the issues of forming the image of cities and regions is markedly increased. The present stage of civilized development of society is characterized by variations in the content and direction of scientific and technical progress, intensification of information and communicative interaction, the transformation of the socio-economic and political processes. The awareness of the importance of the study of the image of the territory comes to the need to compete with other cities and regions [1, p. 204].

We have considered various methods of analysis of the image of the region:

- method of analysis of the information events produced by the cities;
- survey method for the study of public opinion about the features, competitive advantages of the studied cities;
- method of analysis the positions of cities in the rankings;
- ranking method to identify the strengths and weaknesses of the studied cities.

This article presents the results of using the method of analysis of the information about it, "produced" city. This method is considered in relation to the two cities of Vitebsk region, Polotsk and Novopolotsk.

We proposed a different approach to the analysis of the information events. To this end, we have studied the publications in the media about the objects by selecting the following groups of news events: cultural, sports, economic, criminal.

Table 1 summarized the results of the analysis and allocated the total number of information events, allowing to identify in which region they mainly happen.

Table 1 – Number of identified news topics and their division in groups

Newsorthy	Novopolotsk	Polotsk
1. Cultural	10	18
2. Sports	16	9
3. Economic	9	2
4. Criminal	5	10

Source: own elaboration on the basis of a study of Internet resources.

The data presented in the table show that sports occasions in general, are dominated by cultural, informational reasons, and are widely represented. However, the ratio of these groups for the studied cities are different.

So, information occasions associated with different cultural events prevalent in the media in relation to the city of Polotsk and in relation to the city of Novopolotsk.

However, the mentioning of Polotsk in connection with the cultural events and activities is wider, which confirms the view that Polotsk is the cultural center of our Republic. Sports events are also significantly mentioned. The city of Novopolotsk is the leader in it, which positively characterizes this city. You can call Novopolotsk, the city of youth, which involves active development of sports. As for economic news events, they are definitely more in relation to Novopolotsk, which indirectly confirms its image as a major industrial centre. And finally, the most negative fact is the presence of criminal information, in this case, as it has been proved in Polotsk there were more such incidents. This, however, can be explained by the specificity of the studied sources of information (Internet resources), where such information occasions is very popular.

Next, we can evaluate the prevailing image of cities in terms of their places in some of the Belarusian rankings. So, we have studied rankings of cities in terms of their tourist attractiveness, financial wealth, level of pollution, quality of life and population. The results are presented in table 2.

Table 2 – Position of Novopolotsk and Polotsk in the rankings of cities in Belarus

The criterion for rating	The position of Polotsk	The position of Novopolotsk	The total number of positions in the ranking
Tourist attraction	2	–	5
Financial wealth	–	2	10
The level of contamination	–	1	10
Quality of life	24	19	134
Population	17	13	164

Source: compiled by the author based on the study of Internet resources.

So, the city of Polotsk is one of the most attractive tourist cities. Novopolotsk is the most polluted city in Belarus and it is almost the most financially secure. The quality of life in Novopolotsk became the second top ten cities with the highest standard of living whereas Polotsk is in the third. Population of Novopolotsk takes the thirteenth place in the ranking, and Polotsk is only the 17th of 164 cities of the Republic of Belarus.

World practice of cities branding allows us to highlight a number of reasons for designing a successful brand. So, quite successfully specific goods produced in the territory of a particular enterprise (organization) can be used. For example, in the city of Novopolotsk OJSC "Naftan" produces high-tech products (various oils, petrol, kerosene, solvents, bitumen, etc.) and distributes them across Belarus and abroad. In addition to the organizations that form the city brand OJSC Naftan plant Polymir, jvll "LLK-Naftan" LTD "Lyubava-Lux" etc. can be attributed. The brand can also be some historical events or names relating to a particular region. Thus, the history of the city of Polotsk is full of various events and dates, historical places, monuments, and names. For example, the whole world knows the name of Euphrosyne of Polotsk who is the first Belarusian enlightener, Princess of Polotsk, who became the first woman in Russia, who was canonized in the saints. In Polotsk, she founded the convent of St. Saviour (now PolotskSpaso-Efrosinyevsky monastery). Tourists will also want to visit the Sofia Cathedral, the Shaft of Ivan the terrible, the Museum and many other historical places. If to speak about modern trends, it should be mentioned that during the estimates of Belarusian scientists published the results of studies showing that the geographical center of Europe is situated in Polotsk. It gives bright features clearly distinguishes the city on the background of such Belarusian cities. Visitors of Polotsk can see the memorial sign "Polotsk – geographical centre of Europe".

For this reason we can conclude that among the major brands that can later become the basis for forming an integral image can be as well-known personalities, historical places, historical events are in Polotsk. Industry and large urban organizations (enterprises), institutions of education and sports are in Novopolotsk. This emphasizes the uniqueness of the city that should certainly be a positive basis for building an efficient brand of this city.

Thus, the development of the economy of the city has positive consequence in the form of higher incomes and living standards, as well as negative consequence is represented in the form of environmental pollution.

REFERENCES

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