

FEATURES OF FRANCE'S IMAGE IN THE INTERNATIONAL ARENA

Introduction. The image of France is a multi-structured phenomenon, which covers various areas of the state manifestation in the world (namely in economy, politics, culture, education, science, sports, etc.). It has been formed over the centuries and has been especially modernized in the recent decades. For a modern state, for a state that seeks to position itself in the international arena as one of the best, its image is of paramount importance, that is, what image it has got in the international arena, who is the first to think of it: whether it is a progressive leader in the world or an unstable actor.

Review of recent publications. Regarding the meaning of the term "image" in the modern world, the works by O.A. Neprytskyi and A.D. Shtelmashenko are worth mentioning. O.A. Neprytskyi in his "State policy in the field of national branding" notes the aspects of France's image formation regarding: richness of cultural and historical heritage; efficiency of public administration; investment prospects of the country; quality of exported goods; population of the country; tourism (tourist potential). A.D. Shtelmashenko in the work "Brand of the state: the essence and features of formation" reveals the meaning of the "state brand" concept and analyzes the features of the state brand formation in the modern world. Modern globalization processes and the resulting intensification of civilizational and cultural differentiations not only realize the need for each state to have its own individual brand, but also turn this need into a matter of national security [10; 11].

The objective of the paper is to investigate the features of France's image in the international arena, its role and implementation in particular.

Results of the research. The development of European states in the 21st century is impossible without the key states of Europe, i.e. those in which the most rapid progress can be observed in the political, economic, military, scientific, cultural and other spheres. Among such states is the French Republic. France impresses with its indicators in the European and world rankings and tries to support them in various fields (economy, diplomacy, culture, etc.) at the moment. For example, according to the projected world GDP rating 2019-2024, France ranks 7-th. In this ranking, of all European countries, it is second only to Germany. According to the statistics provided, France is among the top 10 largest economies in terms of GDP, along with the United States, Britain, China, Japan, Germany, India, Brazil, Italy and Canada.

France ranks 4-th after the Russian Federation, Germany and the United Kingdom in terms of the population. The French Republic also ranks 9-th in the number of happy people. The most advantageous for France is that it ranks 1st in the field of tourism, as most tourists visit France. France's economic attractiveness is thriving and attracting more and more foreign investors. According to AT Kearney's

annual ranking, France is ranked in the "Top 5" most attractive countries for the largest international investors. France is the seventh largest economy in the world after the United States, China, Japan, Germany, India and the United Kingdom. It is also the second largest market in Europe, with more than 67 million consumers. France is home to 29 of the world's 500 leading companies.

The French economy goes beyond the well-known economic sectors of luxury goods and agri-food products, but also has strong banking and insurance sectors, as well as energy and automotive [3; 8].

France has many assets:

- highly developed infrastructure and network, which puts it at the heart of the European and world economy;
- competitive prices on the world market;
- skilled, productive workforce;
- well-known creative and design skills and developments;
- rich and diverse culture;
- an effective and affordable health care system;
- quality higher education.

All these aspects form a positive image of France in the international arena. All of these benefits as well attract foreigners to France, whether for investment, travel, study or life, and encourage foreign investors and talent to choose France to develop their projects. More than 28,000 foreign companies have premises in France, employing almost 11% of the French workforce.

Against the backdrop of growing globalization, further increasing of French attractiveness is a priority for the French government. In 2018, 144 research centers were located in France (which is 85% more than in 2017), which makes it the most attractive place to invest in the innovation in Europe. France is getting better and better at fulfilling its key role in the European research and innovation economy. France attracts more projects than Germany and the UK combined [7; 1].

All the above mentioned achievements of France indicate the formation of both outside and inside state image being positive. The formation of France's state image has become no less important factor in international politics and economics than natural resources, human or scientific and technical potential of the state in the modern world. Political and economic relations are an area, where not only objective but also subjective, psychological and informational factors play a particular role. Here the French use technology: political marketing, i.e. the priority is research through, for example, social networks of people's perceptions of politics, the study of the ideal image of politics and the development of a plan through which the people will support it, using political advertising, political agitation, stimulating political action, active political behavior; branding; image-making.

Modern France is not only an influential player on the world stage, but also a historical cultural center, a country with an authentic culture. It has long been realized that the image of the state is capital in the modern era and, as a consequence, the most important tool for ensuring the interests of the country in the international arena, as well as in the economic and political spheres.

In 2018, the GfK Nation Brands published a ranking of countries, according to which France ranked fourth. In this ranking, France is positioned as a country with a high level of education, which ranks second in the dynamics of urban development, culture and tourism. Working on creating its own brand, France implements projects in various fields, while increasing its competitiveness. For example, the latest development in French branding is that Paris has introduced a new playful logo. *Carré Noir* design agency has created a new visual identity for the city.

The logo was a ship, a historical symbol of the French capital. "Paris is proud, Paris is beautiful, Paris is multinational" – the logo of Paris is written in capital letters, symbolizing the immortal capital of the world [4; 5; 6]. By promoting its country in various fields abroad, France can fully be considered one of the leaders in Europe, firstly, having and promoting its positive image for many neighboring countries and European countries, and secondly, creating and implementing various international projects. In order not to leave their country without the attention of other European countries, the French have already developed a number of exhibitions for 2020 -2021: SIAL Paris 2020 – Europe's largest exhibition of food products; Bijorhca Paris 2020 - International Exhibition of Jewelry and Gifts; Maison & Objet (M&O) – an international exhibition-fair dedicated to fashion and lifestyle; Vivez Nature Paris – International exhibition *Vivez Nature Paris 2020* of ecological agriculture, ecology and natural products; International Conference *On Economics, Business And Management* – an international conference on economic, business, and management issue [9].

France pays much attention to cultural and scientific projects. For example, on November 19, 2018 the Prime Minister Edouard Philippe presented *the Choose France plan*, which aims at making France more attractive to international students and increase the visibility of the French higher education system abroad. The budget of € 10 million was also provided to improve the admission of foreign students to public institutions under the supervision of the ministry responsible for higher education: € 5 million to improve admission services and € 5 million under the call for project funding [2].

Conclusion. Thus, the image of a state affects its political and economic capabilities, international status, and ability to influence other states. A positive image is a strategy for the development and strengthening of the state's competitiveness. Thanks to its active work in the foreign arena, France manages to maintain a leading position and, as a result, to form an attractive image. Due to its image, the French Republic remains a world standard. In this way, it manages to spread information about France and shape public opinion about it, and its rich historical experience, strong economic and political system, cultural heritage, physical and geographical location only contribute to this.

Modern France is an influential international player with a stable political and economic position in the world, and a country with a world-famous culture. With such features as cultural heritage and institutions, politics (active cooperation with actors in the international arena), society (democracy, liberalism), economy

(investment, GDP), France focused on shaping its own image, which proved to be an important tool to ensure the interests of the state in the international arena.

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