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CITY IMAGE AS COMMODITY ІМІДЖ МІСТА ЯК ТОВАР

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Abstract. *The article considers the problem of city image formation as a dialectical relationship between use value and exchange value. The use value is formed by the whole physically existing materialised fund of the city (residents, architecture, objects of environment design, transport, etc.), which participates in the process of creating, broadcasting and maintaining the image. The exchange value is determined by intangible parameters (existing level of memorability, content, status, imagery, etc.). Such concepts as image, image are analysed, different approaches to the typology of the image of cities are studied, the image of the city is considered as a product of information policy and the most significant object of management for promotion. The example of Kharkiv shows economic, socio-cultural and aesthetic attractiveness of the city, its competitiveness among other similar cities.*

Key words: *city, image, image, information, image as a commodity, consumer value, exchange value.*

Relevance of the research.

Modern city is a special socio-cultural space of interaction of cultural-historical, spatial-temporal, everyday life of the city and values of different groups of citizens, including the creation of new cultural forms and cultural events that take root in the city and identify the citizens. This is a space that is defined by human interaction with physical space, as a result of which this space is perceived as a special cultural concept. In this context, such a toolkit as image, which is an ideal inducer and mediator in the processes of social interaction, capable of directly affecting the commercial aspects of city life, is actively working. The image of the city compared to a simple statement of facts about the city has one indisputable difference: it is a sign-symbolic construction.

The term "image" has been actively used in our lexicon since about the mid- 1990s of the XX century, mainly in the political science field in the context of "image of a politician". The concept of "image" in scientific literature is not explicated as a strict category, but acts as an accompanying concept in the study of other socio-cultural phenomena. Its role and place in social practice continues to be a subject of debate. In English, the word "image" has not one but at least five meanings ("image", "statue (idol)", "likeness", "metaphor", "icon"); more often in English speech the word "image" is used in the sense of "image". Its content includes both conceptual knowledge and emotional response to the object that is the bearer of this or that image.

Analyses of scientific publications.

There are several definitions of image in the literature. The sociological dictionary stresses that image is a purposefully formed image (of a person,



phenomenon, object), designed to have an emotional and psychological impact for the purposes of advertising, popularisation, promotion, as one of the means of propaganda [1, 118].

Among specialised reference books, the term "image" is defined in the dictionary of psychology, which presents a relatively extensive article with the following definition of image: "a stereotyped, emotionally coloured image of someone or something formed in the mass consciousness and having the character of a stereotype" [2, 171-172].

The marketer F. Kotler defines image as the public perception of a company or its products [3]. Bondarenko S.M. and Lifar K. V. give a general definition of the image of a phenomenon as a stable representation of the features, specific qualities and traits characteristic of the phenomenon [4]. In addition, the term "image" is interpreted by a number of authors of works in the field of imageology. V. Danilov defines image as an individual image, or halo, created by mass media, social group or own efforts of a person in order to attract attention [5]. Bolotova V. O. in her definition of image notes that these are symbolic characteristics, where form and content are present. It is logical to assume that we should know the external features that refer us to the content characteristics of a given image [6].

Research results.

In the XXI century the issues of cultural development of society are closely connected with the image of the city. The reason for this is a new stage of society development, when the issues of image, image become factors of reality change. A positive image of the city is necessary to attract tourists, improve the social well-being of its residents, as well as to attract financial investment. The image of the city affects various aspects of urban development, and, first of all, the economy, culture, migration processes, as well as the behaviour of residents in the city. The range of contexts in which the concept of "city image" exists includes commercial advertising and branding of the territory, politics, economy and other spheres. Image today is one of the criteria of attractiveness of the territory, which determine the success of the city in the market space, spiritual and social life, as well as in cultural, political and other spheres. Image becomes a commodity. Commodity is "a product of labour, made for exchange, sale; in general - something that is a subject of trade" [7, 313]. The closest in our case is the second definition, taking into account the fact that image cannot be exchanged only once or many times as a commodity of the same quality, since it is intangible, inexhaustible and extended in time. Even K. Marx proved in "Capital" that every commodity has two properties: use value and exchange value. Use value is created by concrete labour, exchange value – by abstract labour. "Concrete labour", forming the use value of the image, conditionally can be called the entire physically existing materialised fund of the city (residents, architecture, objects of environmental design, transport, etc.), which participates in the process of creating, broadcasting and maintaining the image. The exchange value can be determined by intangible parameters (the existing level of memorability, content, status, imagery, etc.). In reality, it is impossible to assess the two sides of the value of the city image in full, despite the existence of branding indices of cities. The image of a city as a commodity always has several final addressees: state structures of all levels, which make material



injections; residents of other cities of the country, who can be made consumers of the image-commodity of their city in some cases; other countries as a source of investment and a supplier of tourists, as well as a number of other addressees depending on the specifics of the city.

The specifics of the city's product features affecting its image and the specifics of the addressee influence the choice of project tools to achieve the required effect. For external addressees, the first impression of the city is of particular importance, which is often formed due to the visual environment and the presence of interesting objects of culture, architecture, objects of investment interest. In Italy, for example, an unusual variant of selling the image of the city has been invented. The local region will pay tourists for return train fare and offer other free options. The Friuli-Venezia Giulia region, located in the far north-east of the country and bordering Austria and Slovenia, has come up with a way to promote itself in the low season. The local tourist board will reimburse fares for travellers if they come by train from anywhere in Italy and stay in the cities of Trieste and Udine, as well as the coastal resorts of Grado and Lignano. Visitors can travel on state-owned Trenitalia trains, from regular regional lines to Intercity and high-speed Freccie lines. Travellers must book a package that includes a stay at a participating hotel; return train fare will be refunded if the package is booked for two nights. As a minimum, a two-night stay at a participating hotel is required. Arrivals and departures from only five local railway stations are also stipulated. As an added bonus, travellers will receive a special card entitling them to free public transport, free museum visits and discounts on local attractions in the region. A 48-hour FVG card will be given to tourists visiting Trieste or Udine for two nights; those staying for three days or more will receive a weekly card [8].

The image of the city is also of great importance from the point of view of those who live in it. The formation of confidence in the future, social optimism, trust in local authorities among the city's population influences the crystallisation of the identity of the city's residents and visitors.

Today, the priority in urban development is the quality of urban environment and humanisation of existing cities. The UN Declaration on Cities and Other Human Settlements in the New Millennium considers six areas as the main principles of creating a harmonious city: comfortable urban infrastructure, adequate housing, safety, environmental responsibility, preservation of cultural and historical heritage and public involvement in the life of the city.

The ideas of the Declaration echo the approach in the Strategy of Kharkiv development, where the general principles, goals and objectives of urban planning activity in the city are prescribed. More and more mayors and governors in recent years began to think about how to change the quality of urban environment. A community of active citizens is forming in the city, who not only discuss these issues and develop individual projects, but also invite European urbanists, such as Charles Landry, for consultations. The British expert is known for many years for helping cities in different parts of the world to open up their possibilities as widely as possible by attracting their creative potential and creativity. Working closely with city leaders, Charles Landry helps them to find original solutions to seemingly impossible dilemmas, such as combining innovative approaches and traditions, local unique qualities and global



orientation. He pays special attention to the ways in which the culture of the territory can revitalise the economy, and is focused on the transformation of cities. In Ukraine since 2007 Charles Landry initiated the project "Territory of Success", 10 cities of our country were involved in it [9]. Kharkiv is a successful city, but today, in the conditions of war, naturally, the situation is alarming – people are leaving. But even in these conditions the image of Kharkiv only grows. Social scientists measured the level of pride for their city. Kharkiv has outdone Kharkiv. By a landslide. Second place – Kiev. Third place – Odessa and Lviv. The picture is as follows. "Do you feel proud of being a resident of your city?". Answer: "Definitely, yes." Kharkiv 86%, Kiev 78%, Odessa 77%, Lviv 77%, Vinnitsa 75%, Dnipro 54%, Chernivtsi 53%. Why does Kharkiv, which among the million-strong cities suffered the most, so confidently hold the banner of love? In spite of everything, its residents are returning to the city. And they reply that the residents of Kharkiv are proud to be Kharkiv'ians [10].

The success story of Kharkiv is an example of how the city has acquired a new functionality not only as a result of the structural adjustment of the economy, but also successfully mastered such a function as a city for living. In July 2020 the international portal Numbeo published the rating of the best cities in the world by quality of life. Kharkiv was on the 183rd place, having overtaken Kiev. The level of cities was assessed by prices for goods and housing, quality of medicine, transport links, security. Kharkiv is an industrial city of Ukraine. After all, there are enterprises of mechanical engineering, radio electronics, aviation industry, which are known outside Ukraine. There are more than 20 food, clothing and industrial markets in Kharkov. Therefore, Kharkiv is considered to be the centre of trade not only in the city, but also in Slobozhanshchina. The city takes the second place in Ukraine in training of the best specialists. On average, about 33 thousand specialists in various industries come out of local universities per year. Many gyms, grounds, swimming pools and tennis courts have been opened to support sports. For example, Kharkiv has 19 stadiums and a football team Metalist, which is the pride of the country.

It should be noted that the priority for the city is the projects of integrated development and now rebuilding, which distinguishes Kharkiv from others, where point housing construction in the city centre dominates. Kharkiv mayor Igor Terekhov asked British architect Norman Foster to rebuild the city. "Why I am interested in working with Kharkiv is because it is an unusual combination of culture, science and industry. This is rare," Foster explained [11]. They worked on the project of the "new" Kharkiv for several months, taking into account all the historical features of the city. But the very first task is to restore housing. For this purpose, the architects even conducted a survey among the citizens to understand what they would like to change in their homes.

All houses can be reconstructed and brought closer to European standards - made modern and energy efficient. Norman will also emphasise science. The idea to create a science park on the territory of the market "Barabashovo" has arisen. "Firstly, the transport infrastructure. Such a hub as there, there is nowhere in the city. Considering that most of the market sites are destroyed - it gave us such a picture. We have to create a place with universities, with houses, with recreational facilities, with green space. Well, and, of course, with a market. It has to be there," Norman says about the project



[11]. In addition, there are plans to turn the 6-kilometre strip between the Kharkov and Nemyshlja rivers into an ecological, pedestrian and bicycle space. Specialists believe that such innovations will not only attract tourists to the city, but also become a pilot version of all the changes in Kharkiv, aimed at developing the image of the city.

And here the presentation of information is an extremely important factor for the image of the city, as the result of information exchange, its selection, comprehension and ordering should be the direct perception of the image, its consolidation and existence in the mass consciousness. Any activity to design a new city, to create a new image of the city is realised in the information space of the region. Information space in the broad sense of the word is a sphere of relations between subjects and objects, formed by the production, distribution and consumption of information. The subjects of the information space are state and non-state bodies, public organisations, political parties and associations, publishing houses and the system of means of distribution and communication (mail, telegraph, the system of Internet authors, etc.). A special subject of information space is the mass media and mass communication, which means TV companies, newspapers and magazines, media holdings, creative associations in personified form (journalists, writers, theatre actors and their unions).

Conclusions.

The formation of image values of the territory in the minds of the public occurs not only in the course of perception and interpretation of information disseminated by the press and television, but also as a result of direct work of the city authorities to improve the quality of life in this territory. A successful image of the city also depends on the public activity of the leader, head of the municipality, his participation in regional and central events, positive image in the city and country. Taking care of the city's residents is a guarantee of the city's investment attractiveness. The image of the city is an important element of ensuring social stability. It is achieved due to the fact that the image increases the level of self-esteem of local residents, making their living more comfortable and less conflict.

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***Анотація.** У статті розглядається проблема формування іміджу міста як діалектичний взаємозв'язок споживчої вартості та мінової. Споживчу вартість формує весь фізично наявний матеріалізований фонд міста (мешканців, архітектуру, об'єкти середового дизайну, транспорт тощо), який бере участь у процесі створення, трансляції та підтримки іміджу. Мінова вартість визначається нематеріальними параметрами (наявний рівень запам'ятовуваності, змістовність, статусність, образність тощо). Проведено аналіз таких понять, як образ, імідж, вивчено різні підходи до типології іміджу міст, імідж міста розглянуто як продукт інформаційної політики та найбільш значущий для просування об'єкт управління. На прикладі Харкова показано економічну, соціально-культурну та естетичну привабливість міста, його конкурентоспроможність серед інших подібних міст.*

***Ключові слова:** місто, образ, імідж, інформація, імідж як товар, споживча вартість, мінова вартість.*