

Political marketing and image of Russian (in petroleum sector)

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Abstract. Political marketing is a new way of thinking in the context of public diplomacy. With the development of globalization and the media revolution, each country has gained a better understanding of the image and reputation of the country, which is important in international life. Political scientists have to study more political marketing. They have to learn how to make better use of the management capacity of the country's image at the international level. International petroleum companies, including multinational petroleum companies, are taking more significant roles as international political and economic actors. Awareness of the impact of international petroleum companies in international relations should go beyond the traditional base of narrowly national theoretical paradigms. Our report examines the global petroleum system, the international petroleum companies, producers and consumers of petroleum. The important place in the creation of the brand of the country occupies industry brands. International petroleum companies, petroleum-producing countries, and consumer countries must use political marketing because they have developed rich sources of energy, create material capital and technology. They are political and economic actors in the contemporary international system, the international financial system, international trade and international division of labor.

1. Introduction

Political marketing research in 1950s-1960s in the United States. Political marketing is a new interdisciplinary field of research that aims at entering the analysis of political behavior from commercial and marketing points of view.

The current concept includes the following definitions of political marketing research:

An American expert Bruce I. Newman considers that "political marketing includes a variety of organizations and individuals that use marketing theories and processes in their political activities". This definition that uses the idea of marketing to define the sphere of political marketing covering aspects of marketing science, is recognized as the most authoritative academic definition.

Philip Kotler considers that political marketing means political activities for meeting the needs and desires within the process.

From a historical point of view, international political marketing does not exist separately; it is a certain stage of development of the international community. The modern capitalist economic system approaching the global world level connects all states, societies and those participating in a single (one) system in the world. Therefore, it is very important to use political marketing to form a state's image in the world.

American political scientist K.E. Boulding believes that the state's image is the process of input and output of information.

International petroleum companies such as petroleum resources Communications Bridge, national law and developed capital, between producers and consumers of petroleum and the formation of an asymmetric triangular interdependence. International petroleum companies, petroleum-producing countries, and the countries - consumers of petroleum is important to use political marketing. Because they developed a rich source of energy, such as physical capital, technology, management, marketing, devastating economic, military and non-material sources of energy, which are the political and

economic actors in the international system, the international financial system, international trade and the division of labor. Most petroleum-producing countries due to supply mainly rely on petroleum resources, the resource potential of the power transmission capacity to realize the reality of power. So that petroleum resources are not only economic value, but also political.

The stability of the global petroleum system is directly linked to the specific status of the triangular chain of interdependence. Changes in the structure of the power system will lead to fundamental changes in the global petroleum system. The tripartite contrast between the behaviors of the structural changes in the system of power will inevitably lead to change. There will be a new power structure remodeling relationship between constituents and the redefinition of the "center-periphery" The specific content of the structure.

The petroleum crisis and the Cold War was a turning point for the international petroleum companies under the influence of the two world petroleum systems.

From World War II to the front of the petroleum crisis, international petroleum companies are the so-called petroleum.

The petroleum crisis seriously weakened the power of international petroleum companies, as well as consumption in developed countries, it has changed in the petroleum system of word power structure. The Arab petroleum-producing countries are largely sought to 'undermine' the activities of international petroleum companies and the central role of the United States, or break their monopoly on power centers, become the center of the system.

From the Cold War to the end of this time, in the petroleum-producing countries could be limited energy resources (National image) image of the country currently under the formula, but it is affected by the impact of the elapsed time and can create a better future.

Because "the image of the country is perceived in the process of distribution, modified, amplified or subversive activities" . So, the image quality image of the country will affect the country in international politics and the world economy will enhance or hinder the comprehensive national strength of the country. In the 21st century, the global political and economic process of fast-growing countries in the world, and were a frequent and serious problem for the country's image in international relations and public diplomacy. The sovereign state and the nation on the world stage to show the face of public opinion and the international situation in need of assistance from the international image of the state.

Today, the country's image has become obvious to the countries. Many countries are in the process of its development. The critical period of change, faced with the dual challenge of internal social transformation and the transformation of the international system, if the promotion of sustainable economic development in time as fear does not cause the international community, while increasing the country's strength to get more international support of public opinion, to create a good image of the country and create a favorable international environment in overseas markets, it is very useful advantages. So in this context, this article aims in international politics from a marketing point of country to establish a good image of the country, to provide new ideas.

The problem of the national image has existed for a very long time. Even in ancient Greece, Thucydides, a famous political historian, talked about "honor" and "prestige" in the state of Athens. In the context of deepening globalization development and modern world revolution, the prosperity of any country requires flexibility, developing domestic economic production, and improving the population's living standards. Creation of a "country brand" or an image is necessary for the friendly international environment.

As far as a state (country) is a member of the international community, its international status and recognition depend not only on its own position but also on the acceptance of the international community, namely, international legitimacy of the state. In the era of globalization, the preconditions for creating the image and reputation of a country are becoming an increasingly important part of national strategic assets. An increasing number of countries have begun to apply theories and methods of political marketing to build the country's brand and image.

At the same time, both China and Russia are developing changes related to internal social transformation and international system transformation. This is because a country creating a good image, especially in the oil and gas industry, is able to enjoy respect in the international community and promote sustainable economic development. The strength of international support of public opinion may also increase, and a good atmosphere on the international arena will be created. Therefore, learning how to build a “state image” in order to improve access to international recognition is one of the state’s priorities.

So if there is not “political marketing” in the world, image of the country especially in the petroleum and gas industry may be several misconceptions. For example:

1. Humility, unwilling to express themselves;
2. In the national relations of the country, many countries indicate a strong situation in international relations, which could lead to confusion and fears in some countries.
3. Create incorrect image country;
4. Sometimes, because of not enough the times or other reasons, the strategic plan in a very short period of time, does not take into account the long-term prospects.

Approach to solving the above problems is “political marketing”: 1. Mass media. The media is an important tool in the process of political marketing. In our live, we take many information of petroleum from TV, radio, newspapers, and so on. The media influence the petroleum of people and image of country. 2. More to create relations between leaders country. Create a high-level interaction is also very important of political marketing in international politics. Through interaction, leaders exchanged visits, which can play a good role for the promotion of political marketing. 3. Economic diplomacy. The importance of economic diplomacy is obvious. 4. International lobbying. In the international political community, to misunderstandings, problems, biased public, the government should carry equal diplomacy to get along with different views, respect for the negative sentiment foreign public. The international lobbying also helps the political marketing and image of the country.

2. Conclusion:

In modern conditions of growing competition in the market: ideas, marketing strategies are constantly expanding and innovate. Thus, the “political marketing” is very important. Because it requires companies to account for the development of political factors, business strategies, policy activities of public relations, promotions and open attachments to expand the market. It helps businesses of petroleum and products introduced without substantial resistance in the market.

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