

participants' English skill was higher than Japanese. Additionally, a lack of physical presence appeared to increase anxiety to communicate in English for Japanese students. However, according to interview data, Georgian participants did not sense any language barrier between the Japanese and Georgian students.

For research question 2, to deal with power relation generated by spoken linguistic competency, participants adopted Instant Messaging tools to send written messages. Additionally, the Georgian participants always encouraged the Japanese ones and facilitated relational talks to construct and minimize the power relation. Moreover, non-verbal elements such as facial expression, tone of voices and gestures through Zoom interaction also helped to minimise power.

This case study illustrates the way to build good relationships through digital communication. There are increasing opportunities to have business meetings in global settings by using video conference application. When several groups work together, there might be some gaps among them. Hence, to fill the gaps, it is important to mutually understand and cooperate with each other to achieve the project goal.

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MEANS OF CREATING AN ONLINE IMAGE

Средства создания сетевого имиджа

Over the past decade the term «image» has become extremely widespread in various aspects of human activity: professional, literary, creative, social, pedagogical and even in everyday life. The image is a kind of «mask» hiding a complex, contradictory and sometimes painful personality of the modern man, not always adapted to the overload of information, rapidly changing and leaving no room for deliberate decisions, conditions of life. In the public consciousness there is a growing perception of the image as a certain value, the quality of which determines the overall success.

An online image is the image you create on social media through your texts, photos, comments on other posts, and reposts.

The purpose of this work is to identify means and particularities of the creation of an online image.

With the growing importance of the informational components in the life of our society, the requirements for the formation of the image are increasing. It becomes not just an image based only on emotional perception, but a full-fledged information product.

The problem of image and the technology of its realization is dealt with by the scientific and applied branch of human studies called imageology. The main purpose of image science is to scientifically substantiate how to create an attractive image, how to build models of dignified behavior adequate to those life situations in which people find themselves.

Individual image is a purposefully created, stable, individual, emotionally colored image of a person, which is formed in the minds of the perceiving audience.

Two main types of motivation can underlie the activity of an image subject:

- psychological motivation, caused by a person's desire to improve his or her self-esteem, which results in the achievement of psychological comfort;
- pragmatic motivation associated with the desire to use the image for more effective social influence and to achieve certain external goals with it.

Strategy is a general long-term plan of action aimed at achieving some grand goal, includes tactics. Tactics – actions in the short term, which lead to the achievement of the goal of the strategy, a tool for implementing the strategy.

Once the strategic goal is formulated and the decision to select a specific strategic objective has been made, the stage of implementing the strategic objective through appropriate tactics begins.

Among popular strategies for creating an individual image are: the strategy of acquiring people's disposition, the strategy for presenting one's competence, the strategy of creating an image of a person with high social status and power.

Summing up, we can conclude that the image is a part of the overall image of an object adjusted for a certain purpose, as well as the actual image of the object perceived by the subject. Individual image is a person's construction of their overall image for others. The purpose of forming an individual image may be a person's desire to improve their self-esteem, as well as to exert more effective social influence. Moreover, the strategic goal is an integral part of image building. After all, without it, follow-up actions will most often be spontaneous, chaotic in nature.

What is more, throughout the entire period of strategy formation and implementation of image policy, it is important to continuously monitor the situation, track the result, and, if necessary, adjust the means and methods used.