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DISCURSIVE PRACTICES IN THE FORMATION OF A STATE'S IMAGE IN CONDITIONS OF POLITICAL TURBULENCE AND THE CHALLENGES OF GLOBALIZATION

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This scholarly investigation undertakes a gnoseological conceptualization of discursive practices as constituents of strategic communication aimed at institutionalizing desirable representations of the state within the cognitive frameworks of target audiences, under conditions of political turbulence and systemic shifts in the globalized agenda. Discourse is treated not merely as a collection of textual artifacts but as a complex form of socio-cultural action that implicitly configures matrices of identity and legitimacy in an environment of informational multivalence. The specificity of state image construction, as a phenomenon of political representation, is interpreted through the lens of the poststructuralist paradigm, which underscores the instability of signifying structures and the fragmentariness of meanings circulating within the global media sphere. Political turbulence, manifested in the form of an epistemological crisis of authority, necessitates a revision of established narrative strategies through which the state articulates its symbolic presence on the world map.

A spectrum of strategic dispositifs employed in the articulation of the state as a subject of geopolitical semiosis is delineated, with emphasis on latent, cognitively elusive semiotic configurations capable of inducing affectively charged projections of political subjectivity. Particular attention is paid to tactical models of legitimizing discourse that operate within a tense field of interdiscursive rivalry, where transnational narratives function as para-hegemonic vectors of symbolic dominance, often concealed behind facades of universalized rhetorics. The analysis of discursive practices is conducted through a synthesis of methodological frameworks – critical discourse analysis, cultural hermeneutics, and the theory of social construction of reality – allowing for the deconstruction of representational schemata embedded within the official public language.

Thus, the discursive approach elaborated in this article facilitates the detection of latent power configurations articulated within the public sphere and opens perspectives for further inquiry into political identity in an age of post-globalist reflexivity. The concluding reflections outline strategic modalities of discursive engineering capable of representing the state not only as a political actor but also as a bearer of a civilizational worldview.

Key words: State image, political turbulence, globalization, strategic communication, legitimacy, symbolic power.

Бурковська І. А. Дискурсивні практики формування іміджу держави в умовах політичної турбулентності та викликів глобалізації

У межах наукової розвідки здійснено гносеологічне осмислення дискурсивних практик як складників стратегічної комунікації, покликаних інституалізувати бажані образи держави в уявленні цільових аудиторій під впливом політичної турбулентності та системних зрушень глобалізаційного порядку денного. Дискурс розглядається не лише як сукупність текстуральних артефактів, а як комплексна форма соціокультурної дії, що імпліцитно моделює когнітивні матриці ідентичності та легітимності в умовах інформаційної поліваріантності. Специфіка формування державного іміджу, як феномена політичної репрезентації, інтерпретується крізь призму постструктуралістської парадигми, що наголошує на нестабільності знакових структур і фрагментарності смислів, які циркулюють у глобальному медіапросторі. Політична турбулентність, яка маніфестується у вигляді епістемологічної кризи авторитетів, зумовлює потребу в ревізії усталених наративних стратегій, через які держава артикулює свою присутність на символічній мапі світу.

Окреслено палітру стратегем, що інструменталізуються в процесі артикуляції іміджу держави як суб'єкта геополітичного сенсоутворення, з акцентом на латентні, малодоступні для поверхневого сприйняття семіотичні конструції, здатні індукувати афективно марковані проєкції політичної суб'єктності. Увага фокусується на тактичних

моделях легітимаційного дискурсу, які маніфестують себе у напруженому полі міждискурсивного суперництва, де транснаціональні наративи виступають у ролі паратегемонічних векторів символічного впливу, прихованих за фасадами універсалізованих риторик.

Таким чином, артикульований у статті підхід до аналізу державного іміджу крізь призму дискурсивних практик уможливорює виявлення латентних конфігурацій влади, що моделюються в публічному просторі, та відкриває перспективи для подальшого дослідження політичної ідентичності в епоху постглобалістичних рефлексій. У висновках окреслено стратегію дискурсивної інженерії, що потенційно здатні репрезентувати державу як суб'єкта не лише політичної, але й цивілізаційної візії світу.

Ключові слова: імідж держави, політична турбулентність, глобалізація, стратегічна комунікація, легітимність, символічна влада.

Problem statement. In the contemporary epoch marked by chronic geopolitical disequilibrium and intensified global interconnectivity, states face the imperative of reconstructing their symbolic presence in a hyper-mediated and ideologically fragmented communicative environment. The traditional instruments of international legitimation and representational authority have become insufficient in a world saturated by post-truth rhetorics, transnational discursive conflicts, and the erosion of epistemic consensus. In such a context, discursive practices of image formation no longer merely reflect institutional identity but constitute a dynamic apparatus of strategic semiotic intervention [1, p. 87]. The need arises, therefore, to reconceptualize the state's image not as a stable or objective construct but as a contested, performative, and ideologically charged phenomenon, shaped by complex discursive negotiations in conditions of political turbulence and globalization. Amid the all-encompassing destabilization of the global political landscape – marked by the permanent entropy of geopolitical order – there is an observable transfiguration of paradigms underlying the symbolic production of state subjectivity. Discursive practices that inscribe the state's image into the semiotic space of global public discourse are increasingly assuming the character of a political onto-poetics, wherein the strategic articulation of identity supplants traditional modalities of legitimation grounded in functional-institutional rationalism [2, p. 61]. In this regard, the image of the state emerges not as a reflexive projection of empirical reality but as a complex construct of semantic engineering operating within an interdiscursive struggle for symbolic hegemony.

Globalization processes, deeply embedded in the fabric of contemporary politics, prompt a multivectoral deconstruction of national imagological archetypes and facilitate the proliferation of affective-cognitive representational models that compete within a transcultural communicative arena. Political turbulence, as a manifestation of structural instability, generates a condition of communicative anomie, wherein conventional image-making mechanisms lose their performative efficacy and are supplanted by rhetorical strategies of simulation and post-truth facilitative manipulation of meaning [3, p. 11]. Consequently, discursive image-making practices increasingly manifest as rhetorical hypertexts that implicitly encode narratives of political identity through metaphorical clusters and ideologically neutralized frames.

The problem is further compounded by the fact that, under conditions of informational oversaturation and algorithmized communication, the subject of imagological agency loses its monopoly over meaning production. This, in turn, gives rise to a paradox of political representativity: the state is compelled to represent itself within an environment where the very principle of representation has been delegitimized. Such conditions necessitate a critical re-evaluation of the methodological arsenal employed in the analysis of the image as a social construct, which simultaneously functions as a site of struggle, a commodity on the global symbolic market, and an instrument of deliberative influence [2, p. 107].

Accordingly, the scholarly relevance of the problem is determined by the urgent need to formulate conceptually novel heuristic approaches for the study of discursive practices in state image construction – approaches capable of capturing the intricate processes of transformation within the public sphere, the radicalization of the informational ecosystem, and the fragmentation of political imagination.

Analysis of recent research and publications. The analysis of recent research and publications focuses on the multifaceted nature of discursive practices in the formation of state image in the context of political turbulence and globalization challenges. The works of S. Khadzhyradieva, S. Slukhai, A. Rachynskyi, M. Latynin et al., M. Kovaliv et al. highlight the importance of strategic planning and adaptive management mechanisms in the context of changing political and economic stability. The studies emphasize the impact of economic and administrative transformations on the formation of the state's public image, as well as the role of state institutions' adaptation to European standards and global challenges.

N. Likarchuk, G. Simons, M. Swinkels focus on the use of information technologies and media campaigns to build emotional connections and shape the state's image in the international context. Their research sheds light on the influence of media and social networks on public perceptions of countries, as well as the role of manipulation and media strategies in political communication.

The aim of this article is to elucidate the discursive practices underlying the construction of state image amid political turbulence and the multifaceted challenges of globalization.

Exposition of the core material. In an era of hyper-communicative saturation, where the cognitive matrices of globalized consciousness undergo systemic destabilization under the pressure of politico-informational interference noise, the discursive construction of the state's image emerges not merely as a tool of institutional self-representation, but as a distinct form of symbolic-semantic intervention into the space of socio-cultural perception. Within these coordinates, the image of the state can no longer be reduced to a trivial PR product or a mere object of foreign policy promotion; rather, it functions as a polyphonic structure of semantic fields wherein archaic mythopoetic archetypes, postmodern simulacra, and cognitive influence technologies intertwine to produce a heterogeneous domain of power-laden representation [4]. The conditions of political turbulence, marked by the perpetual dismantling of established paradigms of legitimation, generate a bizarre multiplicity of statehood images, each functioning as a discursive construct subjected to filters of interpretative selectivity, media-manipulative transmission, and cultural appropriation. In this context, the image emerges as an unstable, contingent, and yet strategically constructed semiotic system, serving as an affective stabilizer amidst political entropy and social fragmentarism. Hence, the deployment of discursive analytical methodologies, post-Foucauldian critiques of power, and Latourian actor-network theory becomes imperative for unveiling the symbolic mechanisms through which the state's authority is articulated and sustained.

The challenges of globalization – manifested in the diffusion of sovereign boundaries, the hybridization of normative regimes, and the transversality of political subjectivity – both complicate and determine the modalities of articulating the state image as an instrument not merely of external communication, but also of internal ideological homeostasis. The state, divested of its monopoly over the production of “truth”, is compelled to adapt to emergent communicative realities wherein authority is no longer constructed through violence or tradition, but rather through a complex interplay of

rhetorical intentions, aesthetic modalities, and imitative legitimacy – each of which is incessantly recontextualized within a volatile informational landscape [5, p. 297].

The discursive practices of constructing the image of the state within the epistemology of the post-truth condition cannot be viewed as instrumental techniques of manipulation confined to the domain of propaganda [6, p. 159]. Instead, they constitute an ontologized strategy of representational self-reproduction of power within the textual-media field, where traditional hierarchies of meaning are supplanted by algorithms of visual capital, and reality itself is subjected to perpetual discursive reconfiguration in accordance with the logic of a simulated political theatre.

The discursive architectonics of the contemporary scientific paradigm, immersed in the eclectic domain of philosophical transcendence and methodological pluralism, necessitates an immanent reconfiguration of the epistemological foundations that structurally formalize the processes of knowledge production, articulation, and validation within the framework of postmodern scientific culture [7, p. 43]. The exhausted paradigmatic stability of the positivist era no longer sustains the epistemic weight of a globalized worldview, which gravitates toward a fragmented and, at times, polyphonically dispersed ontology of reality. Within such an analytical configuration, the function of truth becomes possible only as an ambivalent construct, articulated within localized meaning-generating nuclei devoid of metaphysical adherence to universalist imperatives:

- hermeneutic multiplicity, determined by cultural and ideological variability, produces numerous collisions between referential precision and subjective valorization of knowledge;
- the interdependence between matrices of power and epistemological infrastructures illustrates the ambiguity inherent in the legitimization of scientific assertions within the social field;
- the notion of truth acquires the features of a chimerical category, oscillating between ontological imagination and rhetorical representation;
- a polymethodological approach induces heuristic efficacy while simultaneously dissolving the boundaries between analytical rigor and speculative abstraction;
- the existence of interdisciplinary transits fosters the formation of novel cognitive habitus that disrupt the classical linearity of epistemic processes;
- intersubjective communication is determined not so much by logical consistency as by the performative efficacy of semantic interaction;
- transcendent aspects of intuitive apprehension emerge as an alternative to reductionist models that fail to encompass the phenomenological depth of reality [2, p. 111–127; 8, p. 1442].

Within the paradigmatic framework of post-nonclassical research in political communication, the presented table should be interpreted as an attempt at a multi-level conceptualization of the discursive mechanisms underlying the institutionalization of the state's image, shaped under transgressive conditions of global turbulence and the polycentric fragmentation of the geopolitical landscape. The articulation of strategies – ranging from hyper-legitimizing narrative modeling to reflexive introspection – not only illustrates the polyphony of semiotic practices that contribute to the cognitive stabilization of the image of statehood, but also reveals a high degree of syncretism between the discursive production of power actors and the axiological expectations of a globalized audience [9, p. 771]. Thus, the analyzed matrix does not merely represent a taxonomy of communicative techniques, but functions as a heuristic tool for deconstructing established paradigms of symbolic domination in the domain of external and internal image policy (Table 1).

Table 1
Discursive Architectonics of State Image Construction Amidst Geopolitical Volatility and the Epistemic Disruptions of Globalization

Discursive Strategy	Mechanisms of Implementation	Context of Application	Anticipated Image Effects
Hyper-legitimizing Articulation	Intertextual saturation of the political narrative with symbolic representations of the historical continuum	During periods of legitimacy crisis caused by institutional delegitimation	Reconfiguration of the paradigm of collective identity and enhancement of the state's symbolic capital
Geopolitical Framing	Explicit embedding of national interest within transnational discursive domains	Amid intensified inter-bloc confrontation and informational asymmetry	Construction of the state's image as a subject of geostrategic initiative
Semiotization of Security	Codification of threats through performative acts of political communication	In moments of public discourse focused on existential threat narratives	Projection of the state as a bastion of stability and a guarantor of security
Internationalization of Cultural Narrative	Production of soft power discourse through strategic communication and institutionalized channels of cultural diplomacy	During phases of cultural expansion and postcolonial renarrativization	Construction of the state's image as a civilizational representative of its region
Crisis-Reversal Narrative	Reinterpretation of traumatic events as cathartic nodes of national formation	Following sociopolitical catastrophes or external aggression	Redirection of public discourse toward symbolic restoration of national authority
Economic Discourse Engineering	Integration of neoliberal lexicon into official rhetoric to enhance investment appeal	When mobilizing external economic actors becomes imperative	Framing the state as a predictable and pragmatic international partner
Discursive Introspection	Reflexive self-positioning of the nation within the paradigm of postmodern identity	Under global deconstruction of classical models of national sovereignty	Presentation of the state as a subject of critical self-awareness capable of adaptive transformation

Source: developed by the author based on [2; 8; 9].

In the context of today's polysemantic reality – complicated by the heterogeneity of global narratives and the acceleration of transnational processes – the formation of a state's image is transformed from a merely communicative act into a complex system of symbolic construction, wherein political discourse interacts with post-truth, and geopolitical subjectivity requires constant legitimation through representation [10, p. 107]. The conditions of political turbulence, characterized by the instability of institutional configurations, entropy of the social space, and dispersion of authority, necessitate a reflexive approach to the strategy of public-discursive self-positioning.

Simultaneously, there is an increasing urgency for integrative synergy between the state's foreign policy narratives and the paradigms of global communication, which are shaped within a polyconceptual media field. Constructing a national image under such conditions demands that the political establishment employ not only traditional instruments of diplomatic discourse but also deploy innovative concepts such as soft power, nation branding, and strategic narrativization [11, p. 917]. These appeal to archetypal representations of collective identity and the performative politics of symbols. In particular, global competition for symbolic capital compels states to implement adaptive models of political image-making, in which the axiological projection of their civilizational potential functions as a factor of geostrategic positioning.

It is worth noting that in a multi-actor international environment and amid the proliferation of alternative centers of meaning production, a state's image is increasingly less determined by its monological representation and more by the polyphonic nature of the external interpretive context. This requires not only communicative flexibility but also the capacity for semiotic reflexivity, through which the effectiveness of symbolic codes – produced in response to the challenges of informational asymmetry and the cognitive fragmentation of the global media space—can be verified. Finally, strategic image planning in the era of hyperglobalization requires the integration of critical approaches to the analysis of political identity, cultural diplomacy, and concepts of intersubjective legitimacy.

Conclusions and prospects for further inquiry. The conducted analysis enables a theoretical extrapolation of a conceptual matrix within which discursive practices aimed at shaping the state's image are construed as a heterogeneous semiotic phenomenon, one that encapsulates intertextual condensations of power, representational politics, and ideological regulation of meanings in synchrony with the destabilizing dynamics of globalization within the symbolic landscape. In this regard, the image of the state emerges not as a fixed communicative construct but rather as a post-structural processuality, generated within a polyvalent discursive field wherein political rhetoric, media artifacts, and the cognitive matrices of habitus engage in a dialectic of mutual determination. Political turbulence, in its epistemological modality, functions as a catalyst for the mobilization of tactics of semio-destruction, thereby shifting the focal point from traditional normativity to a relativistic paradigm of representational multiplicity. Within this context, the national image acquires the traits of hyperreality, wherein the simulacrum attains greater legitimacy than the empirical substratum, and the strategy of public positioning of the state transforms into a multilevel dispositive configuration operating through the interfaces of political affectivity and narrative fragmentation.

The prospects for further scholarly investigation rationally appeal to the imperative of transdisciplinary synthesis, within which the implementation of heuristics from postcolonial discourse analysis, cognitive-semiotic approaches, and theories of mediatized social construction becomes both plausible and necessary. Such an approach

facilitates the deconstruction of established paradigms of political communication, enables the detection of latent mechanisms of symbolic domination, and traces the trajectories of power-embedded meaning circulation across transnational information flows.

Given the multiplicity of methodological coordinates within which the study of discursive practices shaping the image of the state unfolds, particularly promising are inquiries aimed at a deepened reception of the interplay between the narrative conventions of political media discourse and the algorithmic structures of digital infrastructures that model perceptions of statehood in the global public sphere. Of particular heuristic value is the examination of latent semiotic transformations within crisis-driven communication paradigms, especially under conditions of informational asymmetry and mediatized populism.

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