

страны, не все издания осознают свою причастность к формированию и продвижению странового маркетинга. Несмотря на то, что в Беларуси разработан план по развитию странового маркетинга, СМИ не уделяют должного внимания данной проблематике. Ни одно из исследуемых изданий не осветило должным образом работу чиновников по развитию странового маркетинга. Сообщить о создании межведомственной группы – это одно, но в таком случае стоит держать читателей в курсе событий, рассказывать о решениях, принятых во время заседаний.

В современном информационном обществе формирование странового маркетинга во многом зависит от направленности СМИ, которые могут формировать либо негативное, либо позитивное представление о государстве. Причастность к данному процессу должна быть осознана не только политиками, государственными служащими, но и представителями СМИ.

Таким образом, далеко не все современные печатные СМИ выполняют возложенные на них задачи по формированию ПМ, который является одним из основных инструментов по продвижению инвестиционного и экономического потенциала государства.

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LITERARY FANFICTION AS A KIND OF PUBLIC JOURNALISM

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Fanfic is a genre of mass-literature, which is created by a fan of a popular art (a book, a movie, etc.), using the idea of the scenery and/or the characters of an original work of art. It's created mostly for reading by other fans. The original book/movie/serial, which is a base for making fanfics, is called «the canon».

Nowadays people argue if fan-fiction is literature or not. Some people agree that fanfic is a genre of literature. Other think it's just work for scribbles. I do not consider it as a type of literature but as a kind of public journalism.

The first fanfics appeared in the 19th century. The community of Sherlock Holmes lovers united those people who couldn't imagine their life without Sherlock's adventures. Konan Doyle's fans wrote their own variants of the book and those were the first fanfics.

The famous book «Scarlett» by A. Ripley is also a fanfic, where the canon is the book «Gone with the Wind» by M. Mitchell. In 2007, a Japanese researcher of

F. Dostoevsky books, Ikuo Kameyama, wrote his own version of the continuation of Karomazov's story. «I've noticed some details, characters, whose acts mean to have a continuation, – the professor said. – Finally, I've understood, that Dostoevsky wrote implying the continuation, and I couldn't resist the temptation».

It's possible to divide fanfics into three groups. The first group includes those fanfics that describe made up adventures of made up characters. The second include those fanfics that describe made up stories about real life characters. The third type of fanfics, about I want to tell, include the fanfics that describe real-life stories about made-up characters. These stories can be various: the war in Iraq, Georgian conflict, the 11th of September's act of terrorism, etc. The characters who take part in these events are the heroes of famous books or movies – «Harry Potter», «The Twilight», «Batman», etc.

While we are listening to the news devoted to a world tragedy, a war, etc. we can't realize the dramatic effect entirely if we don't know the victims personally. When a fan uses a favorite character in a terrific situation it becomes easier for him/her to realize the dramatic effect of the situation, cause the fan know the character, who a kind of a friend for a fan.

There are 101 fanfics published at the biggest American fic-portal www.fanfiction.net dedicated to the tragedy which happened in September, 11. Most of the fic-writers don't have any friends or relatives suffered during this tragedy. The authors of the fic «When the towers fell» told: «...I'm from Georgia so I really don't know anyone who was in the World Trade Center on 9/11. However I've seen the movie 9/11 enough times to have an idea of what went on inside». It's an example of people's reaction to the catastrophe. The author uses her favorite characters – Edward and Bella («The Twilight, S. Mayer») to feel the dramatic effect deeper. Though it's a bit usuriously – to see a former vampire as a fireman who saves American's lives, but still we can see the attitude of people to the catastrophe.

The main idea of all these fanfics is a common mood of confusion. In most of them fic-writers use the phenomenon of the «American hero». That's why we can find fanfics where Spiderman, Batman are the main heroes. So, we see that Americans couldn't believe that even their favourite heroes couldn't save them. That's why they write their own stories where there is a famous «happy end».

Some people think a Real Event Story (RES) is a terrible phenomenon which is not ethical at all. Doom, the I-net researcher of Real Life Stories, wrote: «I think if the terrorist read any of these fanfics they'd realize something: they murdered the wrong 3,000 people».

The most important part of fanfiction dedicated to political life is connected with the Japanese web-comics called «Hetalia». These comics tell us about the history events in an allegoric and humor form. The political relationships

between the countries are represented as relations between people. Here the countries have a possibility to love, to hate and to be depressed.

Fic-writers use the idea of the canon and moderate their own situations. More than 300 of fanfics of this canon have Belarus as one of the character. In most of them Belarus is a blond woman with violet eyes. She has a brother and a sister (Russia and Ukraine correspondingly). Often Belarus is a bride and a sister of Russia in a time. In most fanfics which use pairing Belarus/Russia (*pairing – the pair of characters which have romantic relations*) there is a note: «Possibly incest». Using this fanfics we can reconstruct the image of Belarus in American's opinion.

But the most interesting details in this type of fanfiction are the descriptions of the countries. So, Belarus has hands which «killed many and she wished she had the hands of a man to show she was stronger than she looked». So, while Belarusians think they are tolerant, Americans think our hands are in blood. Such fanfics describe correctly the national prejudices: Belarus likes snow, America likes hamburgers. Here are some more quotations which describe the relationships between Russia and Belarus: «She will die for Russia. She will kill for him».

In some fanfics Belarus is falling in love with Vietnam, but it's a mystery for me why. I must noticed that fic-writers write about Belarus more often than American press.

Some fic-writers make the heroes travel into Russia, for example, to form a definite opinion about this country. Such a story has also happened with Draco Malfoy, the character from the book «Harry Potter», by J.K. Rowling. Draco's adventures in Moscow were awful! The first boy he met there spoke English badly but drank vodka well. His friends also drank vodka. They taught Draco to play cards and to drink vodka as a professional. Moscow boys had a small room without any wallpapers or paintings. And that's a reputation of Russia.

I was very surprised when it turned out that the topic of Chernobyl is also rather popular among fic-writers. «I learned about this disaster in Physics before the Christmas break, and I haven't been able to stop thinking of this story since. I actually did research for this», – told the author of the fanfic «Чернобыль = Chernobyl». In all these fanfics there is sympathy mostly for Russia and Ukraine. But still even here Russia is a man with a bottle of vodka in his hands.

Literature fanfiction has many common ideas with blogs, LiveJournal. In blogs people formulate their attitude to the problem. Fic-writers make the same using favorite characters or even using there own figures. So, I suppose literature fanfiction is a kind of public journalism, not journalism of the fact, but journalism of the opinion, which is worth to be learned.