

THE ROLE OF NATIONAL BRANDING IN SHAPING THE COUNTRY'S IMAGE

National branding is a new area of knowledge. It aims at measuring, building and managing the country's reputation. The image of the country determines its political and economic relations with other countries [1].

National branding is a complex of measures in the field of export, tourism, culture, domestic and foreign policy and investments to develop a brand of the country. Successful brand allows a country not only to improve the country's foreign and domestic image, but also to raise the level of the country's political influence in the international arena, increase exports of branded goods and services, strengthen international partnerships, stimulate national identity and improve the competitiveness of the country [2].

The advantages of national branding are: strengthening the country currency, increasing the confidence of the world community and investors, creation of new and strengthening of previous relations with other countries, increasing the nation's self-awareness [1].

Identity of the national brand is formed due to such key components as history, language, politics, architecture, sport, religion, education, nature, music, cuisine, folklore and etc. [1].

An original culture and high cultural achievements have a great international attractiveness. For example, the Japanese tea ceremony, Korean taekwondo, Spanish flamenco, Irish tap dance, Brazilian football, Italian opera, Russian ballet, Indian yoga, Swiss watches, French wines, Belgian chocolate – all of these are elements of a culture of countries.

One of the most effective components of the country's branding is sport. A lot of countries are well aware of the benefits of sport as an effective platform for the country branding. Some African countries have created an international image thanks to the achievements of their players and runners. Sports successes and major competitions are not only a powerful factor in strengthening the country's image, but also have a significant impact on national identity and attitude. It is well known how the victories of the national team at world championships and other major competitions unite the nation.

A good education system attracts young people to the country, contributes to the formation of an attractive image of the country. For example, Singapore's students regularly take leading positions in international competitions.

Effective platforms of national branding or image-making can be myths, legends, mythological characters and elements of myth-making. Attractive stories create a special, fantastic aura of the country and people. Myths of Ancient Greece still help to maintain the Greek brand identity [3].

All these components of the identity of the national brand were formed for a long time. The government can selectively focus its attention on any of these components, thanks to which in the future it will be possible to present themselves to the world with the most attractive side [1].

In addition to brand strategy and components, certain branding tools of the country are also needed. This term means tactical methods of achievement the strategic goal of branding the country.

Images of animals and birds can be symbols of the country. The figure of a kangaroo, for example, effectively "works" for the benefit of Australia, and the image of the dragon makes a lot of useful for Chinese goods and attracts tourists.

The most common branding tools are logos and slogans. Many countries have attractive logos with beautiful emblems and memorable slogans.

Different publications in the media, Internet sites and social networks, commercials and video clips, achievements also can be tools of branding. For example, according to the magazine The Economist, the famous film "Crocodile Dundee" played a major role in the formation of a positive image of Australia in the United States [3].

Of course, the choice of a successful platform and effective branding tools is very important. The feature of the national brand is that it allows people to be associated with the development of an effective image of the country. Self-awareness as a part of the country will contribute not only to the creation of the necessary country's image, but also to the development of cooperation in all spheres of public life [4].

References:

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