

# National Brandology In Folk Speech

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**Abstract:** *In terms of this article the trends and methods of organizing national branding were studied thoroughly. The concept of "National branding" was designed in terms of the view of two languages (Uzbek and English). The grammatical and semantic features of both languages were taken into consideration in this article. We preferred to study especially brands of culture, economics and city within the concept of national branding.*

**Keywords**— nationality; brand; semiotics and semantics

## 1. INTRODUCTION

Each person tries to come to others' attention. Today we can see this within countries as well. States are attempting to gain reputation and positive notion among other countries and world's population. For this, they are trying to utilize all their potentials. These potentials can be natural resources, comfortable geographical location, military, political strength, scientific, technological breakthroughs of countries. The necessity of using these opportunities effectively develops the concept of "National branding".

## 2. METHODOLOGY

### 2.1 In the field of culture

The culture of each country has its own characteristic. This characteristic can be used in national branding also. We can take the Japan tea ceremony, Brazilian football, Italian opera, Russian ballet as examples. Uzbek wrestling is also considered as old one among the aforementioned examples. However, we should develop and turn our national wrestling to the international sports game. Another characteristic of countries' culture is national cuisines of countries. Each country finds a way to people's heart by its national kitchen. For instance, "spaghetti" of the Italians and "sushi" that made Japan famous. The king of Uzbek meals is, of course, palov. Nowadays palov is becoming one of the famous meals of the globe. For the clarification, we can see that the name of the palov was written in the UNESCO's non-archeological heritage list on the 1st December, 2016. (Kun.uz). We should not satisfy with only palov, we have many other national meals that we can proud of: norin, kuk somsa, Samarkand's bread, etc. These meals can be prepared in other regions of the Central Asia, yet they are our national dishes and we should make them famous to the world as a brand of Uzbekistan. Especially the interest of people in the producer country developed the idea of Simon Anholt named "Country is a brand (Simon Anholt). In 1996, S. Anholt introduced to the science the concept of "National branding". Although the evolution of organizing the national branding is a long historical process, the interest in studying it only commenced in the XXI century. The Nobel Prize given to Simon Anholt who designed several experiments on branding shows how much this domain is important in today's life (Wikipedia).

In the field of economics: There are several duties for branding in economical field. Owing to independence, our economics has been multi-band. We began exporting not only cotton, but also cars, gold, radioactive chemicals, wine, agricultural products and so on (A. SIMOES, D. LANDRY).

Creating new prestigious brands in our export, decreasing the rate of cotton production and creating clothes brands can be a win-win solution to this problem. We should assess the work being carried out in this field positively. "Ravon"—avto brand and "Artel" electrical technical brand are examples to this.

### 2.2 Cities

Cities are used as a brand and they belong to the territory brands. Territory branding, a strategy of improving the competitiveness of a city, region and a country is organized to occupy the global market, draw tourists' and qualified cadres' attention to that territory. While branding of a country, cities play a key role. Logically, we can divide cities branding into two types: 1) creating a notion about a city in terms of its archeological heritage. 2) creating a motto helping to make the city famous.

## 3. CONCLUSION

First of all, let's discuss about architectural monuments. Currently, each country has its archeological heritage that is famous to the world. We can take the pride of the Indians "Tajmahal", The Statue of Liberty of the USA or Paris and Eifel Tower made France as a romantic country as examples. Uzbekistan also has different ancient monuments and buildings that can make the country well-known. They are: Registan Square in Samarkand, Shohi Zinda, Guri Amir or Ichan qal'a in Khiva. These are ones of the historical buildings of Uzbekistan can proud of. Second of all, a city or a country should be given a motto. A motto ought to be lively and sound able and connected to the culture and traditions of the city. For instance, Hong Kong "a worldly city of the Asia", Amsterdam "I am Amsterdam", Rome "an eternal city", New York "a big apple" (Studme.org). In our Uzbekistan also, Samarkand and Bukhara have their own famous names. For example, Bukhara is a "dome of the Islam religion", Samarkand is a "beauty of the Earth". In terms of

studying the theme, it can be deduced that national branding is a vital domain for the fame of Uzbekistan.

#### **4. REFERENCES**

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