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**«Kazakhstan background and  
National Brand»**

In this year we will celebrate 25th anniversary of Independence of Kazakhstan. Located in the center of Eurasia, Kazakhstan was at the crossroads of ancient civilizations of the world, at the crossroads of transport routes, social and economic, cultural and ideological relations between East and West, North and South, between Europe and Asia. This article discusses the concept of branding and country branding. "Country branding" is largely determined by the level of investment and tourist attractiveness of countries, which is seriously affected by the popularity of the goods produced by them on the international scene, and even a place in the global division of labor. This research will study Kazakhstan's use of mediated public diplomacy to define its national identity and improve the country's image abroad. Today, having a good international reputation and a positive country brand is an integral part of a nation's image, both inside the country and abroad.

**Key words:** Kazakhstan, diplomacy, brand.

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Тасилова А.А.  
**Ұлттық бренд және  
Қазақстан**

Қазақ елі тәуелсіздігін алғанына биыл 25 жыл толады. Қазақстан мемлекет болып көптеген белестерге жеткені белгілі. Сонау 1991 жылдан бастап экономикалық даму жұмысы қарқынды жүріп, парламенттік және президенттік демократиялы мемлекет болып әлемге танылды. Орталық Азия елдерімен үздік қарым-қатынас жасап, геополитикалық үрдіс қарқынды дамыды. Қазақстан Республикасының Сыртқы Істер Министрлігі 2007 жылы халықаралық ақпаратпен айналысатын комитетін құрды. Аталмыш комитет Қазақстанның брендін құру және қоғамдық дипломатия жұмысын дамыту идеясын ұсынады. Сонымен қатар ұлттық брендті көтеру үшін шетелде орналасқан елшіліктерде өтетін ұлттық мерекелік іс-шараларды жергілікті БАҚ тарқату арқылы халыққа танытса болады. Бұнымен қоса ұлттық бейнеміз шетелде орнығады. Зерттеу мақаласында сонымен қатар қоғамдық дипломатия жұмысының мәселелері қаралады.

**Түйін сөздер:** Қазақстан, дипломатия, бренд.

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Тасилова А.А.  
**Казахстан и национальный  
бренд**

В этом году Казахстан отмечает 25-летие государственной независимости. Расположенный в центре Евразии Казахстан оказался на перекрестке древнейших цивилизаций мира, на пересечении транспортных артерий, социальных и экономических, культурных и идеологических связей между Востоком и Западом, Европой и Азией. В данной статье рассматриваются понятия брендинга и странового брендинга. Страновой брендинг во многом определяет уровень инвестиционной и туристической привлекательности государства, авторитет на международной арене и место в глобальном разделении труда.

**Ключевые слова:** Казахстан, дипломатия, бренд.

**«KAZAKHSTAN  
BACKGROUND AND  
NATIONAL BRAND»****Introduction**

The Republic of Kazakhstan is located in the heart of Eurasia and is the ninth largest country in the world. The economy of Kazakhstan has become one of the fastest growing in the world; the country has also established a solid political system in the face of presidential and parliamentary democracy, allowing the media and various NGOs have an increasingly important role in shaping society (UNDP, 2015) Kazakhstan achieved independence in 1991 and since then its leaders have established and maintained good international relationships with other regions such as Central Asia and Europe, as well as countries including U.S.A, Russian Federation and China. An essential aspect of building strong international relations and generating a good image of your country is public diplomacy, as it plays an important role in influencing and shaping common understanding of policy areas and geopolitical discourse. Public diplomacy is communication policy of the international actor on the citizens of foreign countries. These citizens may include representatives of civil society, non-governmental organizations, transnational corporations, journalists and media professionals in various sectors of industry, politics and culture and members of the general public.(Pamment 2013). According to Entman (2008, p. 89) who defines *mediated public diplomacy* as organized attempts by the government to provide more control over how state policy can be properly represented in the foreign media. This research will study Kazakhstan's use of mediated public diplomacy to define its national identity and improve the country's image abroad. Today, having a good international reputation and a positive country brand is an integral part of a nation's image, both inside the country and abroad. As relatively new states, the countries of Central Asia have had a unique and interesting experience as they try to establish relations with neighbors such as Russia, the Caucasus and the countries of Central and Eastern Europe. Russia, the Caucasus and Central Asian countries were all making their first attempts to form the image of the state at the dawn of independence during difficult stages of modernization and political transition. In general, state branding was established when the countries of the former Soviet Union gained independence. At that time, the political elites of the new independent

states (NIS), together with the construction of the new market economic relations, actively engaged in the creation of a national ideology that stressed independence from the Soviet legacy and an active search for the national identity of the peoples of Central Asia and Central and Eastern Europe. This marked the beginning of a competition on the subject of ethnic cultures and ancient history, rich traditions of statehood and the unique geographical location of the country. The formation of state branding in the NIS was inconsistent, non-systemic, and not of a comprehensive nature, because until recently there was no common understanding of who should create the public brand for the state. Additionally, in these newly independent states such as Tajikistan and Turkmenistan, there were no local experts in this field, which made it more difficult to create and share a unique national brand. Consequently, there was no special government institute for developing brand a country's strategy and positioning program, and to further promote the brand of the country. Kazakhstan sought to employ public diplomacy as one of the forms of traditional diplomacy to uphold the public interest and contribute to national security. The growing influence and role of public diplomacy connects the country, culture and society in a complex relationship. However, unlike traditional diplomacy, public diplomacy is carried out and based on transparent communication processes, the purpose of which is to develop relations and mutual understanding, at the level of governments, and the level of non-governmental organizations, public and creative citizens of the state. The methods of public diplomacy are the widespread use of information, cultural and educational programs. The Ministry of Foreign Affairs of the Republic of Kazakhstan has a committee for international information. In line with the goal of creating a strong national brand, the Committee for International Information is entrusted with the job of promoting and strengthening the positive image of Kazakhstan abroad.

### **Main body**

Accordingly, the purpose of committee is to bring the world comprehensive information about Kazakhstan, including information about Kazakh peoples, events taking place in our country, as well as opportunities for governmental and commercial cooperation with in various fields. The political experts in Kazakhstan assert that to create a positive image of the state the best tool is public diplomacy (Kaneshev, 2007). In this respect, important measures were implemented including the establishment

of contacts with foreign journalists who were writing about Kazakhstan, as well as foreign non-governmental organizations and friendship societies. The Committee for International Information also argued that the 'providers' of Kazakhstan's image abroad are not only our diplomats and political leaders. The country's image is influenced by all economic agents - financial institutions, national companies, representatives of the tourism industry, the hotel industry, as well as ordinary citizens of the country. They also support the active use of the tools of public diplomacy in order to enable Kazakhstan to create a strategic plan for working with the media in a regular and systematic manner to form and sustain a positive image of the country abroad (Kaneshev, 2007). It is well known that the image of the country is inextricably linked to the cultural and historical characteristics of its population (Kaneshev, 2007). Each country is unique in its history, traditions and culture and these elements are often used as part of a mediated public diplomacy strategy. For example, upon gaining independence, Uzbekistan began to restore the cultural sites related to Tamerlane, an ancient Asian conqueror, as a source of cultural and historical pride in order to establish a strong image of the country. Additionally, Armenia actively engaged in promoting the symbolism and significance of Mount Ararat, and the role of the Armenian nation as the first Christian nation. Tajikistan also mentioned that the Samanid dynasty, which existed from as early as the eighth century, marked the beginning of the Tajik statehood (Abildaev, 2010). More recently, Uzbekistan started to seriously discuss public diplomacy's role in building a strong and favorable nation image since 2011 (Author, year). National experts prepared a document as part of the second phase of a joint project of the Ministry of Foreign Affairs of Uzbekistan and the United Nations Development Program (UNDP, 2009). The aim of the project is to enhance the Ministry of Foreign Affairs' capacity to "respond effectively to the challenges of the new millennium" (UNDP, 2009, p. 1). An important element of this project is the use of mediated public diplomacy to improve Uzbekistan's political stature in the world and increase public awareness about the country's policies nationally and internationally (UNDP, 2009). This is similar to Kazakhstan's goal for the use mediated public diplomacy, which is to ensure a prominent and "sustainable international position and positive global image of" the country (Ministry of Foreign Affairs, Kazakhstan, 2015, para. 5). The same is true for other Central Asian states such as Kyrgyzstan and Turkmenistan.

## Conclusion

Kyrgyzstan is located in Central Asia on the historical Silk Road; it is a mountainous country with a rich natural heritage, including high mountain peaks, glaciers, lakes, and other attractions (UNDP, 2013b). The country gained independence in 1991 after the collapse of the Soviet Union (UNDP, 2013b). Within the framework of the World Summit, the Kyrgyz Republic has reaffirmed their commitment to achieving the MDGs, maintaining an active partnership with the international community on issues of sustainable development in the long term (UNDP, 2013b). The eight goals of Millennium Development Goals aim to: eradicate extreme hunger and poverty, achieve universal primary education, promote gender equality and empower women, reduce child mortality, improve maternal health, combat HIV/AIDS, malaria and other diseases, ensure environmental sustainability, develop a global partnership for development (UNDP, 2013b). According to the United Nations Development Program (UNDP, 2013b) Kyrgyz Republic has made significant progress in achieving the MDG. Turkmenistan is located in Central Asia and borders with Afghanistan, Iran, Kazakhstan, Uzbekistan and the Caspian Sea. It is a young state. Turkmenistan achieved its independence in

October 1991 following disintegration of the former Soviet Union in March 1992 (UNDP, 2013a). Turkmenistan, as a country producing oil and gas, has experienced robust economic growth in recent years (UNDP, 2013a). Turkmenistan Golden Age (2013) explains that Turkmenistan has established diplomatic relations with 131 countries with twenty-nine diplomatic missions and consulates in foreign countries. At the same time in Turkmenistan there are diplomatic missions from thirty foreign countries, as well as the representation of fifteen international organizations (Turkmenistan Golden Age, 2013). President of Turkmenistan, Gurbanguly Berdimuhamedov stressed the need to improve other countries' understanding of Turkmenistan's culture in order to establish a strong and image and presence in the international community (Turkmenistan Golden Age, 2015). National branding abroad is very important in the process of establishing relationships between countries and improve knowledge of a country to its allies in other countries. If used correctly, mediated public diplomacy can positively impact a nation's brand and image. Since mediated public diplomacy employs media channels to reach citizens of other countries, framing theory is particularly important for identifying its influence over discourse regarding a country's image.

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