

2020.01.002. SNEZHANA ATANOVA. KAZAKHSTAN AND ITS NATIONAL IMAGE: BETWEEN THE 'SOFT POWER' AND THE 'BRAND COUNTRY' // *"Islam v sovremennom mire."* Moscow, 2019; 15(1), P. 169-184.

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The image of the country, Snezhana Atanova notes, implies both projection, perception and self-representation. In the post-Soviet space, Kazakhstan takes active steps in projecting of its own national image.

In the 90s, the collapse of the USSR led to the formation of fifteen independent states. Each state, based on political, economic and social characteristics, chose different directions of development and implementation of domestic and foreign policy. The national image as an element of foreign policy strategies and international relations became a factor that allows one country to stand out against the background of others, moreover, to achieve certain political and economic goals. In view of this, the author finds out what constitutes the basis of "soft power" or "ability to attract," in contrast with "hard power" with its "way of forcing," establishes what purpose has the concept of "country-brand."

Talking about the fact that the favorable image allows to accomplish identified goals without the use of military or economic coercion, Snezhana Atanova adverts to the definition of "soft power" and consideration of the means intended to shape the image of the country. National branding is one of such means. The concept was originally used in the commercial sphere and marketing. In the 1990s, British expert and practiser

W. Olins, and later another British researcher, S. Anholt, began to apply “national branding” to countries.

S. Anholt identifies six “natural” channels of national behavior and national communication: politics, culture, tourism, investment, national marks and people. Through these channels, a unique image is generated that allows the country to get its way by becoming attractive and stand out against the background of others. According to S. Anholt, each state can succeed in creating its own unique image finding its niche on the world stage. S. Anholt emphasizes that the branding of countries is fundamentally different from commercial branding, and speaks about the importance of reputation and the creation of “competitive identity” in the space of the global market, where globalization dictates the rules of the game, making countries to compete with each other for consumers, tourists, investors, entrepreneurs, sports and cultural events, attention of international media, as well as governments and peoples of other countries. Thus, the competitive factor and reputational component turn us back to the framework of the chosen theoretical approaches. Meanwhile, “national branding” is gradually being reduced to the context of the country's tourist positioning, attracting of foreign investment and promoting of commercial products.

The works on public diplomacy as an institution of “soft power” and its role in the formation of an attractive and influential national image really matter. The discussion of the role of national branding and the importance of public diplomacy in the new states, which arose as a result of the collapse of the socialist system in the late 1980s and the USSR in the 1990s, and the consideration of the topic related to their acquisition of their own national image, which could become an instrument of foreign policy influence, are widely represented in numerous scientific publications. In comparison, studies of the initiatives of Central Asian States to create a national image represent a smaller volume. The article complements the available

historiography and, at the same time, the discussion on the national image of the countries of the region.

To project the national image among many means states choose mega-events. Last year three million people visited the World Expo 2017 exhibition in Astana. The World Exhibition is remarkable that it broadcasts the image of the country through the six channels mentioned in the model of S. Anholt. In addition, the flexibility of exhibition arrangements attracts multi-purpose audience, not only from the host country, but also from other states. The exhibition in Astana showed the world a new Kazakh nation, united by its “symbol-brand” – Astana and the figure of the main state organizer – the president. The Asian Winter Games were held in Astana and Almaty in 2011, bringing together two main cities of the country, the former capital and the modern one, the past and the present. The VII Asian Winter Games were attended by more than a thousand athletes from 27 countries, and more than 500 million viewers worldwide watched the competition. The previous winter Asiad was held in three most developed Asian countries: Japan, China and South Korea, that is, holding of an international competition in Kazakhstan mentions the desire of the republic to take its place next to the world recognized economic actors. The 28th Worldwide Winter Universiade is another sports event of world scale, which took place in Almaty in winter 2017. For the first time among the CIS countries Kazakhstan became the organizer of the Winter Universiade. The infrastructure created earlier for the VII Asian Winter Games 2011 was used for the Universiade. Additionally, the Ice Palace, Ice Arena and Athletic Village were built. The largest sports event of the region brought together about two thousand athletes from 57 countries, about a billion of viewers saw it.

News about the opening of the International Financial Center “Astana” in July 2018 made people talk about Kazakhstan again. The first international financial centre in the Eurasian Union, which provided for work in the English law system, a

favourable tax regime, a simplified visa system, aimed at attracting global business and intensify economic cooperation in the country and the region.

In 2010, Kazakhstan was the first state in the post-Soviet space which chaired the OSCE; in 2015 it became a member of the World Trade Organization (WTO); in 2016 it was elected to non-permanent members of the UN Security Council for the period 2017–2018 and since January 2018 headed this structure for a month. The Republic is an active participant in all regional and international associations: the Eurasian Economic Union (EAEU), the Customs Union (CU), Shanghai Cooperation Organization (SCO), International Fund for Saving the Aral Sea (IFSA), Organization of Islamic Cooperation (OIC) and a number of others. The Kazakh capital often became the centre of peacekeeping processes and conflict resolution, the outcome of which was watched by the world community. From January to September 2017, Astana hosted international negotiations to settle the situation in Syria. The negotiations continued in 2018. At the same time, Kazakhstan does not ignore the issues of regional cooperation. Recent initiatives (together with Uzbekistan) include holding of the first summit of Heads of State of Central Asia in Astana.

The results of the multi-faceted political course together with the recent mega-events of the international level produce the capital of “soft power” of the Republic of Kazakhstan. In the classical definition, this concept is an instrument of foreign policy, but the capital of “soft power” is also applicable to domestic policy. The initiatives of the Kazakh authorities aimed at creation of a positive national image are supported among the citizens of Kazakhstan, which is one of the key pillars, as the successful broadcasting of the national image to the external audience directly depends on internal support.

Kazakhstan national branding is accompanied by initiatives of international importance, political and economic activity. Partly confirms the effectiveness of the Kazakhstan campaign statistics is partly confirmed by UNWTO (World Tourism Organization) for

2012–2016, which demonstrates an increase in the tourist flow to the republic. Kazakhstan, the researcher concludes, balances between activities to create a “brand country” and initiatives of “soft power.” The main question is whether this balance will remain in the face of new challenges and whether Kazakhstan will soon have to compete with Kyrgyzstan and Uzbekistan, which, according to UNWTO, follow it.

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2020.01.003. SVETLANA GALIULLINA, ARTUR SULEYMANOV, MIKHAIL BRESLER, ALEKSEY CHEKRYZHOV, BULAT MURZAGALIEV. EXTREMISM BASED ON RELIGION AS A THREAT TO THE POLITICAL STABILITY OF KYRGYZSTAN // “Obrazovanie i duhovnaya bezopasnost,” 2018, № 4 (6), P. 31–35.

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The authors examine the reasons for the spread of religious extremism in Kyrgyzstan, where it began to manifest itself in the