



Research Article

THE PROSPECT OF NATIONAL BRANDS IN THE FIELD OF ICT AND E-COMMERCE IN THE FORMATION OF PATRIOTIC SKILLS IN YOUNG PEOPLE

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ABSTRACT

This article contains information on the topic "Prospects of national brands in the field of ICT and e-commerce in the formation of patriotism skills among young people".

KEYWORDS

kun.uz , gazeta.uz , daryo.uz , gov.uz , xabar.uz , fikr.uz , edu.uz , uzedu.uz.

INTRODUCTION

Nowadays, the development of the Internet and its increasing speed every year in our country has made it one of the most important propaganda channels of the global network.

In our country, there are kun.uz, gazeta.uz, daryo.uz, gov.uz, khabar.uz, fikr.uz, edu.uz, uzedu.uz and thousands of sites, which in recent years have been the main ones in promoting the feeling of love for this country in their various columns. serving as tools. Of course, it is difficult to say that all existing sites specialize in patriotic propaganda. However, almost all

of the sites registered in the uz domain place special emphasis on patriotism. Websites with more than 100,000 monthly visitors can see an emphasis on nationality in their backgrounds and headers [1].

The main part. You can find announcements, articles, contests, forums, videos, reports, photos related to the promotion of patriotism on the websites of all organizations engaged in spiritual and educational work or of educational importance in our country. Patriotism should not be understood as only materials related to national mentality, because the Internet

portals of these organizations may include materials from the specific characteristics of those organization [2]. These can be materials on various topics such as economy, health, education, law, economy, agriculture and farming, various spiritual educational activities, and this is natural. Sometimes a question may be raised as to how the pictures related to the development of the economy, industry, and agriculture of our country have anything to do with patriotism. In our opinion, patriotism covers all the processes taking place in Uzbekistan. In particular, the above-mentioned areas such as agriculture, economy, and industry serve to prove the extent to which the principle of the national idea of the people's well-being is practiced in the territory of our country.

In recent years, the creation of the most modern models of mobile communication tools and their ability to do everything has greatly increased the place of smart mobile devices in social life.

Today, about 30 million people in our country use mobile communication tools constantly. About 20 million of them use mobile internet service [3]. About 11 million people are regular Internet users. As can be seen from these numbers, mobile communications cover a very large number of citizens in our country today. Today, many mobile applications that serve to promote patriotism through mobile phones are created and presented to the public, but there are still some defects and shortcomings in this regard.

In particular, courses specializing in providing modern knowledge are quite expensive, or most of such training centers are located in Tashkent. And this was a real obstacle to the creation of mobile applications that reflect patriotism.

“One million Uzbek coders” by Sh.M. Mirziyoev in order to positively solve this issue, to create the

necessary conditions for young people to have knowledge, skills and potential to be able to compete with the world community and to speak their words”), many young programmers are being trained today as a result of the project implementation [4]. With the help of the special online portal uzbekcoders.uz, which was established in order to ensure the implementation of this project, the creation of a platform that allows anyone to learn IT specialties absolutely free of charge was an important innovative step in order to increase the activity of young people in our country and support their aspirations.

Now, if we analyze the issue of national brands, we all know that today there are many brands that have their place in the global IT market. Every brand is established in a certain country, and wherever the people are, when they see a brand belonging to their country, a feeling of patriotism is felt in their bodies. In our country, since the early period of independence, special importance has been attached to the development of goods with the “Made in Uzbekistan” mark. But to this day, the internationalization of our national brands remains a problem [5].

As of 2020, 65 national brands have been registered in Uzbekistan. For comparison, this figure is 19,835 in Russia, 5,478 in Ukraine, 170 in Kazakhstan, and 53 in Kyrgyzstan [6].

AkfaGroup company can be cited as the most famous national brand that is bringing the name of Uzbekistan to the world today. The Artel brand of this company is famous not only in Uzbekistan, but also in Central Asian countries.

The Click payment system, which is the most common payment system in Uzbekistan, is also a national brand. Although the arba.uz platform, which operates in the service sector, has become quite popular in recent

years, it is less likely to bring the country's name to the world.

Now, we will analyze the above-mentioned national brands and their impact on the formation of patriotic skills. At the end of the 90s of the last century, Simon Anholt, still unknown to many, was the first to use the concept of "National Branding" in the pages of the English magazine "Brand Management", analyzing the beginning of a new direction and new opportunities for self-development for specialists in the field of branding and brand marketing [7].

According to the leaders of countries experiencing some economic and political problems, the idea of promoting and "selling" state-territorial entities in comparison with ordinary goods quickly attracted a group of international experts, especially since the experience of successfully "promoting" products for various purposes was widespread. Most of them are "new democracies" that would like to integrate with the world community as soon as possible, even if only on a purely formal basis. For example, in the case of the Baltic states after the breakup of the Union, all of them tried to demonstrate their "historical belonging" to Europe in the direction of *modus vivendi* to the West. According to a number of experts, Latvia and Estonia have not been able to implement a successful country branding model with tangible results. However, in many other cases, large financial investments in the new image of the state and its promotion in the international arena did not pay off.

Anholt, who developed a system for evaluating the results of national branding, concludes that the National Brand Index "found no significant correlation between the dynamics of the value of national brands and the costs of so-called 'national branding campaigns' Some countries that have marketed their national brand have shown a significant improvement

in their state image, while others have spent huge amounts of money on advertising and PR campaigns to promote their country brand to build their image without special results, even to their detriment.

However, this index is explained not by the specifics of calculation, but by the lack of general understanding of the essence of the phenomenon of "territorial branding". Despite the relative universality of the algorithm of authorized "stimulation" of territorial objects, the interpretation of the events created by it differed in a very wide range. Campaigns for the promotion of the region gave certain results, in cases where the homeland was promoted, a sense of national pride and pride in brands was formed among the population, and the development of sales of national brands was observed.

In this regard, in 2007, S. Anholt extends the research of "place branding" to some extent by introducing a new concept into its theory. According to the author of the theory, regional branding should be based on "the synthesis of brand management with state diplomacy, along with the active development of trade, investment, tourism and export." "The fact is that, as many people believe, it is impossible to artificially build or invent the image of the territory "scratch". There are several approaches that allow increasing the effectiveness and efficiency of actions by accelerating regional entities, improving the existing image. Therefore, the work of a specialist in this field should not be to create a system of communication with the target audience, but to change the existing policy procedures of communication with the target audience. It was argued that such work is effective only if the branding specialist is a political expert (political scientist) who sees situations from the point of view of their political significance and can distinguish their true political essence, strategy and symbolism [8].

National branding is ineffective if its object is a country or a nation. ... Therefore, successful branding should not be about people, but about the country's products or potential. "And this, according to the supporters of the S. Anholt school, should be mainly small territorial like regions and cities. However, according to a number of experts, despite all the shortcomings, the inclusion of elements of public diplomacy in the process of creating a state image gives certain advantages in terms of implementing a branding campaign and evaluating its effectiveness. That is, national branding gives us the following opportunities: to raise the process of management and coordination of actions of national companies to a higher level; Creating a network of embassies that can serve as an additional communication channel. Each of them can focus on several aspects of branding related to the cultural characteristics of the population of the country where the embassy is located.

Identifying a well-known and stable circle of important "counterparts" who are the object of influence; It will be possible to correct the effects of negative branding initiated by pressure groups of other countries. For example, Kazakhstan's negative image of the country, created by the comedian Borat, was improved by placing a series of advertisements in his famous "New York Times" newspaper.

At the same time, there is an objective disadvantage of this approach - the risk of misinterpretation of the branding strategy by the representatives of state bodies involved in its implementation (threat of turning it into a propaganda campaign). Moreover, this interpretation of the concept of "national branding" is significantly dependent on the political environment and bureaucratic procedures that value the decision-making process. On the other hand, the formation of patriotism with the help of national brands can lead to

even more boredom with the homeland. There is no doubt that nation branding often functions as a technological application or tool in global geopolitics. The image of the state, in its own, structured, emotionally colored version, represents the idea of everything that represents the development of the territory in the present and, most importantly, in the future.

CONCLUSIONS AND SUGGESTIONS

In any case, taking into account the trends in the market of regional branding services, the position of "brand attache" will be important in the foreign missions of the state, and specialists in this field will play an important role. Therefore, it is logically useful to interpret the idea of national branding, taking into account all the features of state diplomacy, which this concept inevitably leads to, and not only educates the population and young people in the spirit of love for the motherland, but also has its effect on the development of a sense of national pride.

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