

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2019.2224-5294.200>

Volume 5, Number 327 (2019), 278 – 282

УДК 339.138

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## WORLD EXPERIENCE DETERMINING APPROACH FORMATION OF CITY BRAND

**Abstract.** In conditions of modernization of the national economy, the leadership of domestic regions increasingly has to think about determining directions for the formation and preservation of their identity, in order to create investment attractiveness of the territories. The development of a strategy and program for comprehensive brand promotion allows you to optimize budget and extra budgetary expenses for information, socio-cultural, sports and other projects that, in any case, take place in cities and regions. The city brand is a symbolic space, and the city is not equal to itself, its symbolic field is more functional, since it always multiplies its symbolic space. An urban brand is a complex of relations, a tangle of relations is a brand of a city, as described in detail by the authors of the article.

**Keywords:** brand, rebranding, sign, modernization, formation, city, attraction.

### INTRODUCTION

Urban branding is currently gaining in popularity. The problem of the formation of an urban brand is primarily associated with various scientific schools that preceded the approaches that were formed in the 21st century in the field of urban branding. Among the approaches that formed the basis of today's models for the formation of an urban brand are the semiotic concepts of the city, the social construction of urban reality, the environmental approach in the formation of urban space, work on the image of territories, cultural approaches, historical, etc.

A city brand is a complex of images, associations, expectations in relation to a specific territory / city that exist in the consciousness of various groups of real and potential consumers, which represents a rational and / or emotional value that is formed in the process of the relationship between the brand and its consumer [3].

Most successful cities and towns of Western Europe and the prosperous regions of Asia are very effectively mastering in practice a new scientific direction - marketing of the territory. Territory marketing emerges and develops in connection with the intensification of competition between cities and in the broad sense means promoting the interests of the city. In European countries, the prevalence of territorial marketing is unprecedented.

### MAIN PART

The construction of reality is carried out due to symbolic forms and the myth with the greatest constructivist potential preserving archaic meanings. P. Berger and T. Luckman created their theory of the social construction of reality, which constitutes the theoretical basis of our constructivist approach. The basis of their reasoning is the concept of objective and subjective reality, and the social construction of reality, in their opinion, occurs as objectification (signification). The process of signification is connected with their definition of legitimating, semantic objectification, and substantiation of institutions using the symbolic order.

The process of symbolizing space itself does not proceed “naturally” in the course of social interaction, but precedes it and makes up its conditions. Symbolization here acts as a tool for transforming

geographical space into a social one. Pieces of space that has not undergone symbolic development turn out to be “social lacunae,” and their population - “social invisibility”.

In the conditions of the developed region, symbolization does not precede social action, does not act as a condition for its implementation, but coincides with it in time. The act of symbolizing space itself acts as a significant social action, fixed both socially and documentarily. Speaking about the brand of the city, we turn to the main directions of research on urban space, the image of the city.

The study of the space of urban culture took shape in science by the 19th century, but they actively developed in the 20th century. In the West, studies were conducted in the field of the symbolism of architecture and semiotics of the city by K. Levy-Strauss, R. Bart, M. Wallis, W. Eco, L. Prieto, F. Choet, K. Lynch and many other foreign researchers. Various cultural phenomena were analyzed, one way or another connected with the expression of meanings in a spatial form.

The image of the territory as a complex form of its communication, providing significant target audiences with a certain impression of the territory and attitude to it [3, p. 44].

Social space - the most important element of the social imaginary - acts as an arena of social action, a condition for the emergence of any social organization. Social space itself is constructed by endowing the elements of physical space with symbolic meanings. Outside of this symbolization, spatial objects do not exist socially, do not participate in the implementation of the interaction, they are not elements of social being. The symbolic spaces of the city were considered in the Middle Ages and Renaissance until today. One of the first descriptions of the symbolic representation of urban space was given in the Middle Ages by Bl. Augustine defined two ideas about the city as “earthly” and “heavenly.” Subsequently, the idea of an ideal image as a reflection of the “heavenly” city was picked up by the Utopians Renaissance. E. Cassirer’s “Philosophy of Symbolic Forms” became a generalizing work, where the perception and understanding of spatial relationships were considered as symbolic systems. In the works of N. Antsiferov, some provisions of the metaphysics of urban space, the construction of the image of the city, the creation of a symbolic field, the relationship between the city and the townsman were developed.

An important step in the study of the symbolization of the city was made by O. Spengler, who attached great importance to the city in the process of the formation of culture and civilization: “modern culture is the culture of cities. ... all great cultures are urban cultures ” [10].

In one of the works on mythology, M. Eliade examines issues related to the symbolization of space, as a component of a certain metaphysical system of human life. So, populated and cultivated lands, navigable rivers, cities, shrines surrounding a person - have extraterrestrial prototypes. M. Eliade’s ideas about urban space as an act of symbolization ideally fall on the construction of an urban brand, which reflects the environment-shaped relationships, emotions, associations of citizens to urban space and future relationships.

Thus, based on the analyzed sources, it can be argued that a person immersed in social space inevitably creates an organized spatial sphere around him. This sphere, on the one hand, includes ideological representations, symbolic models, and, on the other hand, recreates human activity, since the world artificially created by people - agricultural, architectural and technical - correlates with their symbolic models. The relationship here is mutual: on the one hand, the structure of the settlements copies the spatial image of the universe, and on the other, this image of the universe is built by analogy with the world of cultural buildings created by man. In this regard, the City Brand - has a dual nature:

1. “ideal city” - a sample,
2. “real city” - a place of social activity.

According to R. Bart, the process of meaning formation in the urban space cannot be stopped, the city is constantly modernizing its iconic environment and is constantly forming new meanings. Consequently, the city’s brand is constantly expanding its meanings, involving new consumers in the circle of urban design.

It is still important for our idea of the city brand that R. Bart’s understanding of the urban environment as a “sensory impression of the urban environment”: the city is a meeting place for two individuals. “There should be a lot of us to try to unravel the city in which we are based on, if necessary, from a personal relationship.” Here we see such an important element for an urban brand as a complex of relations, a tangle of city / consumer brand relations.

The French structuralism Francoise Chaux distinguishes three forms of urban space: a contact space; theater space; space for movement. F. Shoe defines the urban space as a symbolic space, which serves for communication (information transfer), creates a visual system (theatricality of the city), but for F. Shoe, the city has not got along with itself recently and is losing its meaning.

The city as the embodiment of man's spirituality formed its image as a reflection of man's ideas. This image of the city had its definite development described by many authors, including A.V. Ikonnikov. Just as M. Eliade A. V. Ikonnikov believes that "the city according to ancient tradition was thought of as a symbol of the Universe, the city is the "heavenly city of Jerusalem" [7]. The city brand refers to the existing authoritative image.

V. L. Glazychev writes about two understandings of the urban environment. Under the environment it is customary to understand both the subject-spatial environment in its sensually given components, and the human environment in a purely social plane, manifested in the observed signs of the distribution of roles and positions, and the aesthetic attitude to the urban environment arises after the loss of its utilitarian value.

As the most general conditions for the formation of the image of the city, which are also the principles of design, K. Lynch calls the following:

1. Identification: fragments of an urban territory - symbols of a city, territory, space.
2. Compositionality - the existence of semantic links between the observer and the environment - a semantic situation when environmental objects merge into a single ensemble that carries humanistic, elevating human meanings.
3. Imaginability - the ability of the environment to "arouse imagination", to be a field of symbolic communication, to expand the communicative horizon as a space for the development of intersubjective and, at the same time, personal meanings, to contribute to the sociocultural dialogue of subjects of different types and levels [6].

Social construction of a city brand as a symbolic means of solving a communicative problem - the explication of meanings and prospects for joint coexistence. The construction of city brands - the creation of new sociocultural projects - is both a scientific-engineering and ideological-ideological task. If these tasks are not dealt with constructively, then destructive forms of perception of the city and destructive phenomena of urban life appear: "disappearance", "confusion", "facelessness". Thus, we can say that the "city brand" is formed in the minds of citizens and is implemented in social practice.

For consideration, we propose to consider the technology of crowdsourcing city brand development. In the structure of the social approach to the development of a territorial brand, there are many technologies. It is interesting that they can be used both individually and alternately, simultaneously, i.e. they do not exclude each other, but closely interact. In the framework of this article, two technologies will be considered: the creation of a sports brand and crowdsourcing. An important role in the social approach to territorial branding is played by young people in general and youth organizations in particular.

Many humanities are involved in "youth" issues, but sociology gives a more objective idea of the subject at the interdisciplinary level, which takes into account the accumulated experience of related sciences (history, philosophy, political science, etc.). The problems of youth in any society, under any conditions and circumstances, should be considered in three aspects:

- that society can give youth for its development and civic formation;
- that youth themselves are capable and can give society for its progressive development;
- how to fully utilize the potential of youth in the interests of their own self-realization and development of the whole society [4].

Mentioning youth as a specific social group, it is necessary to clarify its age limits. The identification of such socio-demographic groups is closely connected with the process of socialization and preparation for replacement by the new generation of the outgoing. Therefore, age intervals can be determined in different ways, currently this border is from 17 to 28 (30) years [2].

Speaking about one or another social group, the question of values inevitably arises, since they are the basis that determines the further behavior and culture of individuals. The most striking value attitudes are manifested in youth organizations, associations and other communities. Youth associations, movements, directions form sociocultural attitudes. On the one hand, they are quite stable, but flexible, subject to the influence of significant, for a particular association, public opinion; fashion, etc. Youth associations are

becoming a powerful resource in the political struggle, in the formation of the brand. Using this resource, you can affect the value, social, cultural attitudes of youth; to prevent deviant behavior. On the other hand, youth associations themselves are a factor of pressure and influence on their members. Forming their attitude, opinion on the promoted object, they form the brand itself in its own environment.

Increasingly, the main emphasis of the city's brand is being made by sports as a positive model that affects youth, younger generations and the future as a whole.

The sports theme is quite extensive and falls into the sphere of interests of all segments of the population, since: it is inextricably linked with the health of the nation (naturally, it is not a sport of high achievements), it promotes the rallying of the population (during major sporting events), and the formation of pride in the territory (city, country), affects the image of the territory, which, in turn, entails an influx of investments, the creation of new jobs, leisure complexes, etc. The city's sports branding, in the narrow sense, the image of the city, formed through a major sporting event or a series of events, national or international level; in the broad sense - systematic work with the population, aimed at:

- the formation of a normative sports culture;
- understanding the need for a healthy lifestyle and interest in such a pastime;
- acquaintance of the population with existing sports areas (professional and "yard");
- maintaining interest in urban sports events,
- the formation of a positive image of the city through large-scale events [3].
- The technology for creating a sports brand itself is simple:
- preparation of an application to one or another international sports organization responsible for holding one or another major event;
- preparation of infrastructure for the event (takes place in parallel, and more often before applying);
- holding a major sporting event.

#### CONCLUSION

Thus, the developers of territorial brands do not use the full potential of the technology, forgetting that it is not limited to holding any event and promoting sports goods / services with the help of famous people.

The city brand as a social construct is an organized symbolic space of a person's vital functions, used for communication, having an ideal image / reference, the city is constantly modernizing, constantly expanding its meanings, involving new consumers in the complex of city / consumer relations, where everyone is given the opportunity to choose roles and positions having the following design principles: recognizability, composition, imaginability, through which not only today's city brand forms, points of its subsequent development. The city brand recreates in images and translates human activities in social constructs.

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#### МИРОВОЙ ОПЫТ ОПРЕДЕЛЕНИЯ ПОДХОДА ФОРМИРОВАНИЕ ГОРОДСКОГО БРЕНДА

**Аннотация.** В условиях модернизации национальной экономики руководству отечественных регионов все чаще приходится задумываться об определении направлений по формированию и сохранению своей идентичности, с целью создания инвестиционной привлекательности территорий. Разработка стратегии и программы комплексного продвижения бренда позволяет оптимизировать бюджетные и внебюджетные расходы на информационные, социокультурные, спортивные и другие проекты, которые в любом случае происходят в городах и регионах. Бренд города пространство знаковое, и город не равен самому себе, его символическое поле больше функционального, так как он всегда преумножает свое знаковое пространство. Городской же бренд это комплекс отношений, клубок отношений бренд города, о чем подробно описано авторами статьи.

**Ключевые слова:** бренд, ребрендинг, знак, модернизация, формирование, город, привлечение.



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### **ҚАЛАЛЫҚ БРЕНДТІ ҚАЛЫПТАСТЫРУ ТӘСІЛІН АНЫҚТАУДЫҢ ӘЛЕМДІК ТӘЖІРИБЕСІ**

**Аннотация.** Ұлттық экономиканы жаңғырту жағдайында отандық аймақтардың басшылығына аумақтардың инвестициялық тартымдылығын құру мақсатында өзінің бірегейлігін қалыптастыру және сақтау жөніндегі бағыттарды айқындау туралы жиі ойлануға тура келеді. Брендті кешенді ілгерілету стратегиясы мен бағдарламасын әзірлеу кез келген жағдайда қалалар мен өңірлерде болып жатқан ақпараттық, әлеуметтік-мәдени, спорттық және басқа да жобаларға бюджеттік және бюджеттен тыс шығыстарды оңтайландыруға мүмкіндік береді. Қала бренді кеңістік таңбалы, және қала өзіне тең емес, оның символдық өрісі функционалды, өйткені ол әрқашан өзінің таңбалы кеңістігін көбейтеді. Қала бренді-бұл қарым-қатынас кешені, қала бренді.

**Түйін сөздер:** бренд, ребрендинг, белгісі, жетілдіру, қалыптастыру, қала, тарту.

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