

**On national identity
and online sovereignty:
Nation branding as a strategy of
internet governance?**

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What is nation branding?

- self-conscious process: constructing and communicating a coherent set of national interests and values
- commercial tools, techniques and expertise derived from brand management
- domestic/international audiences
- public/private stakeholders

Branding Strategies

- focus on image and reputation
- emphasis by national leaders on public diplomacy and soft power mechanisms
- government officials and other elite political actors trained in media management
- intermediaries

BRANDING THE NATION

The Global Business of National Identity



MELISSA ARONCZYK

Oxford University Press, 2013

Primary Case Studies:

Poland, Canada

Secondary Case Studies:

Botswana, Chile, Estonia,
Georgia, Germany,
Jamaica, Libya, Spain,
Sweden, Uganda



A Brand for Poland

Advancing Poland's national identity

A report by Saffron Brand Consultants
January 2005

Findings

- Construction of (Western, market-oriented) **authority** and **expertise**
- Limited **accountability** for long-term implications
- Heightened **competitiveness**

Perspectives

1. “Freedom to connect” vs. internet sovereignty?
(Evgeny Morozov; Shawn Powers)
2. Grounded, empirical studies of nation-state/
globalization (Saskia Sassen)

“As a cradle for e-business and e-governance innovation, Estonia demonstrates to the world how Internet openness and democratic governance can lead to stability, innovation, and economic growth. Participating in this open, inclusive conference just as the Russian Parliament approved new legislation restricting the rights of bloggers brought into sharp relief the different paths that these neighboring countries have chosen.”

-- blogs.state.gov (U.S.) (9 May 2014)

“We believe in an open and inclusive Internet with input from all and equal access to all... and in giving people a voice from the bottom up. The authoritarian vision sees a free, open, inclusive Internet as a threat to state power ... For them, it’s about creating a fragmented Internet that divides us rather than unites us, that minimizes the voice of people and maximizes their ability to cloud the truth.”

– Sec. State John Kerry (U.S.),
Freedom Online Coalition Conference,
9 May 2014

Nation-state \leftrightarrow Globalization

- Nationalization/denationalization
- Scaling up/down
- No evolutionary principles

What China and Russia Don't Get About Soft Power

Beijing and Moscow are trying their hands at attraction, and failing miserably.

BY JOSEPH S. NYE

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