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УДК 316.7:316.752
Прегледни рад
Примљен: 18.04.2015
Одобрен: 22.05.2015

THE FUNCTION OF HISTORIOGRAPHY IN STATE AND NATION “REBRANDING”

Summary: The aim of this paper is to identify and point out an entirely new kind of nations and states branding, the history revision. The contribution of this work is the fact that the revisionist history will be analyzed in terms of branding, which has not often been the common. Serbia has understood, with a great delay, what is real impact of lobbying and lobbying houses engagement in preparing and making important decisions on the international political scene. This is one of the reasons why Serbia has suffered from major economic and political damage over the last two and a half decades. On the centenary of the First World War, fundamental revision of history is going on as a new constellation and the tendency of great powers requires a new historiography. The interpretations that are contrary to established historical facts are imposed, and adjusted to current political needs of individual countries.

Key words: branding, rebranding, historiography, revisionism, Serbia

Introduction

French postmodernist Jean Baudrillard claims that with the help of media one can produce new reality, respectively by simulating reality with intertwining and mixing of accurate and false - identifying of real and imaginary. Words pronounced, ideas and facts are receiving false meaning and with the help of mass media are constantly repeating and communicated as irrefutable truths. In fact it is about creating history by means or with the help of the picture, what is not easy to resist to, nor the threatened party (individuals, people, state, civilization) may easy to surrender to it. Mass media are having great power in manipulating of masses, taking the role of carriers of the moral judgment of terrorism and exploiting of fear in political purposes, but at the same time in total ambiguity are spreading raw fascination of terrorist act and becoming terrorists by striving to fascination themselves (see more: Bodrijar1991).

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Bernard Cazes (Cazes 1992, 148) states that the manipulation of events takes two forms. In the first one, somebody gets back following timeline and modifying it, with or without some intention. In the second case, the change in direction occurs by itself and gives birth to a history different from the one we know. Karl von Habsburg, the grandson of the last Austrian emperor Franz Joseph claimed, "If the assassination in Sarajevo hadn't happened in 1914, for two or three weeks something else would have happened. Some trigger had to start war machine. Gavrilo Princip rolled the first stone, Emperor Franz Josef rolled him and further and more so that no one even tried to stop. The tensions were there, but the people could not figure out the size that conflict might have. The cause that led to the First World War was nationalism. It was not one person, one event, but the entire newly formed nationalist movement. It was a problem that the Austro-Hungarian Empire was not ready for, that did not know how to deal with in the right way. Actually, the question is if anything at this point could have been done" (Globus 2014, 54).

The classic definition that was given in the 19th century by Leopold von Ranke says that it is the duty of historians to reconstruct the past as it actually occurred. The fall of the Berlin Wall and the destruction of Yugoslavia brought a complete change of the political and social context in Europe and worldwide. The history as an academic discipline has changed as well. Within this, wider context, a far-reaching revision of the history of the Serbs in the 19th century occurred (see more: Ковић 2011, 401-417).

Historical science has long ago "determined" the facts concerning the First World War, but now the media scene in the world is dominated by propagandists backed by strong political will for a history revision, why is sometimes justified to ask the question: does historiography has its methodology? Now, some historians are trying to impose responsibility for the outbreak of the First World War on Serbia, to reduce the scope and size of the Serbian people suffering. Zoric (Зорић 2014, 320) states that, unlike previous anniversaries, this is characterized by an attempt to reinterpret the role of the Balkans, especially Serbia, in key aspects related to the start of the war and remove, primarily, the responsibility of Germany for its outbreak. A large number of books that emerged in the last few years in the Anglo-Saxon and German-speaking countries are a kind of history revision, which shifts the responsibility for the war on Russia and Serbia. The aim is to show that Russia and Serbia are permanent point of geopolitical instability in the world: Russia on a global scale, and Serbia in the Balkans. Ћирјакović (Ћирјакović 2014, 6) argues that imposition of historiography, which corresponds to the new world order, is based on the old perception that European history is the only history in the world and that it contains all other histories, or, as it is vividly expressed by Karl Marx, that "Human anatomy contains a key to the anatomy of the apes". It is believed that the history of the West is the only world history, and that all others are condemned to repeat it eventually - if not voluntarily, then with the help of the Fifth or Sixth Fleet.

Serbia did not enter the Great War in order to gain new territories, new mineral resources and economic profit. Serbia entered the war in order to survive. Serbia entered the war because she had no alternative. It is well known how Serbian response to Austro-Hungarian ultimatum was accommodating. A small and brave

country entered the fair struggle for freedom, won victories by the miracle of God, and survived the Golgotha, as Natalie is Ramonda, rose up from the ashes on the rainy drop, and revived (Николић 2014, 10).

The country as a brand

Vietor (Vietor 2010, 1) reminds us that all countries are competing, implicitly and sometimes explicitly, for the market share of the global economy, fighting to attract foreign investment and for the export through their activities. In this struggle their image is getting more important, which leaves an impact on millions of people, potential investors, visitors or customers. Skoko (Skoko 2009, 10) argues that considering the above mentioned, the countries and nations today must become aware of their demanding environments, they must clearly define who they are and what they want, what they can offer to the world, why would they be important to anyone and why would anybody respect them. They must find a way to attract someone's attention and tell them a story about themselves in a way that will create friends, lobbyists, customers, or, at least, reduce the number of enemies.

Anholt (Anholt 2009, 10) considers that the image of the country, is stagnating from the moment the world last heard anything about it, and he states that the country's national image easier generate a negative market value, than the positive. The bad news is generally more interesting, intriguing and is spreading faster than the good news. All countries in the world on a daily basis sent countless messages by culture, products, services, movie industry, sport events, architectural ventures, public diplomacy, political statements¹ and speeches², through the rich and famous personalities, propaganda and public relations³, religious tourism which is organized both secular tourist organizations and religious laic associations (Прњат 2013, 473-478), or as it has been lately known as the "pilgrimage", and others. (Дашић 2013, 396-415).

In the era of increasing globalization, major world powers, like single parents on the global stage, in addition to the usual hard power (use of force), attribute more

¹ In 2002, J. Bush marked Iran, Iraq and North Korea as members of the "axis of evil" with weapons of mass destruction, threatening to its neighbors and the United States. Regardless the fact that North Korea admitted to possess contentious material and facilities for making nuclear bombs, Iraq was attacked. It was later determined that there was no nuclear program. (Howard 2004, 806);

² "Rogue states", "failed states", Regan "evil empire" for the Soviet Union in 1983, Clinton, "state of concern" (see more: Anholt 2009, 39).

³In the early twenties in Germany was formed the "Central Office for Research the causes of war", whose aim was to win over public opinion in the United States for German interests. The first action of this department was aimed to prove that France and Russia were ready for war in the summer of 1914. For the local public they made stories and let rumors that the entry into the war was inevitable, and that the campaign against war responsibility was directed against the country. After September 11, the Pentagon has established the Bureau of strategic influence (BSU), which has the task of placing false information in order to "poison" the world's press and international public opinion "and the friendly and enemy countries." Hitler was impressed by the propaganda system of the West, and in his book, "Mein Kampf" claimed that Germany lost World War I because she lost the battle of propaganda.

importance to the use of soft power (Lee 2009, iii). "Soft power is the ability of seduction and attraction, where attraction often leads to imitation. If the country succeeds in making its power legitimate in the eyes of others, her desire will encounter less resistance. Briefly, the universality of culture in each country and its ability to create institutions that govern various areas in the international arena are the key sources of power " (Noya 2006, 53-67; Fan 2007; Радојевић 2010, 77-104).

Understanding the nature of soft power - the use of coercion and bribery - and the impact of non-governmental organizations and other groups on the political affairs in the country, which are directly or indirectly supported by the American administration, helps us in a broader understanding of why the riots in Ukraine caused such excitement in the Western media, writes "Global research" (Вукотић 2014а, 3). Reports of CNN and Russia today televisions are diametrically different, so what is a democratic assembly for one, for others they are anti-government protests. When Ukraine made a turn towards Russia, the Western media called it a "detour on the path to democracy."

Byzantium, a prisoner of Christianity in the East, the center of great civilization, apart from military power, the great army trained by experienced tactics, strong economic power, the development of industry and commerce provided the empire, in addition to power and wealth, with great influence on others by culture, literature and art. "The flourishing of spiritual life, excellent teachers at the University of Constantinople, were teaching philosophy, rhetoric, science, and the students from all over the Byzantine and Arabian East were hustling their way to teacher's chairs. She was a teacher of Slavic and East Asia, with the people owing her their faith, their literary language, art, a form of government. "(Dil 1933, 73-75).

The country branding is one of the most demanding category, which includes the cooperation of the state and the private sector, good governance from a single center, mostly from the political leadership. Once you start the process of the country and nation branding, it is unstoppable, and in almost all cases requires longer period. In addition to the long-term factors, it is essential for successful branding to combine communication, to achieve the quality, to position and reposition successfully et al. (Миленовић, Ратковић 2012, 171-174) Public appearances, constant communication and presence in the international scene are part of the Serbian spirit healing, the defense of good reputation of Serbia, its creativity and intelligence, the return of faith in its own value in the quality regardless of where in "scale"⁴ we officially are, whether we are at the top or bottom in some area.

Denmark, the land of fairy tales and social liberal values, which are highly placed, becomes land of horror thanks to the killings of animals in the zoo. "The inhabitants of Denmark has been considered as the good guys, and now, thanks to the Copenhagen zoo management decision to kill giraffe Marius and four lions, and to dismembered them in front of TV cameras, made the Danes "serial killers ", "giraffe murderers" to such actions that undermine the good image of the country" (A.C. 2014).

⁴ Country Brands Index, Anholt-GfK Roper Nations Brands Index, Bloom Consulting, Grey World Wide. Place Brand et.al

When speaking of the country as a brand, most experts [according to these criteria, the GfK estimated the country brand index of fifty countries in 2013] take into account: export, the state leadership, culture and heritage, people, tourism, investment and the level of immigration (Јаславић 2014, 50). One of the most respected and the most viewed statistical review of the world certainly is ranking by Human Development Index (Human Development Index)⁵, which covered 187 countries. In 2014, Serbia ranked 77 out of 187 countries, ahead of Macedonia, Albania and Bosnia and Herzegovina. However, we should blame ourselves for such a bad position in our country evaluation. Namely, in addition to the classic Gross national income per capita, it also measures condition of health service, environment, education, etc., and has a large impact on global investors. Serbia sends some data without data for Kosovo, and when it comes to the final calculation, instead of 7.2 million people, 9.5 million are taken into account because the state believes that if Kosovo is not counted, it is as if we have recognized its independence and we have retreated from its territory. Steve Hank, Applied Economics Professor at John Hopkins University, has recently conducted a survey named "Misery index" that has settled Serbia at an alarming third place. Misery in macroeconomic terms is measured by the sum of a country's unemployment, inflation and bank lending rates, minus the percentage change in real gross domestic product per capita. Serbia occupies the third place, but he points out that according to the subjective experience, Serbia occupies the first place, explaining his position by the fact that the situation in Serbia is worse than it is indicated by the criteria, when you do not have a job, you feel "miserable" (Стевановић 2014, 3).

Historiography in the function of rebranding

After the Second World War, the role of the main villain of the world was given to the Germans. The Cold War labeled the Russians as the "bad guys", and shortly afterwards, the role of the bad guys got Middle Eastern guys, who long retained that title until the "good Muslims" appeared in Bosnia and "bad and uncivilized" Serbs lost media battle (Дашић 2013, 408).

The First World War was the most glorious era in the history of the Serbian people⁶. "How much the reputation of the two small Balkan states has increased, is shown by the fact that belligerent movement in the cultural life of Italy led propaganda for their country's entry into the war by using the names of Serbia and Montenegro. Thus Marinetti and his Futurists, representing visually their convictions, in the graphical representation of the warring camps named *Futuristic war theory*

⁵ <http://hdr.undp.org/en/content/human-development-index-hdi-table> (1.8.2014)

⁶ For Serbia and Serbian people it could be rightly said that they were people of the heroic and inexhaustible strength, military capability, lively spirit, inborn sense of justice and humanity. Despite the occasional scandals, the Serbian people in the objective world were remembered as the people who were constantly forced to defend the house "in the middle of the road." The Serbs are also known for their solidarity and commitment for all people to live freely, and they liberated some of them from many centuries of slavery. (Вељковић 2001, 9)

(where they numbered all the previously warring countries adding three or more attributes), on the first place of the first column they put the name "Serbia," and on the second place of another column, they put the name "Montenegro," both on the positive side and combined them with the same three attributes: "independence," "ambition," "fearlessness." Guided by these considerations, Gabriel D'Annunzio, in the fall of 1915, wrote *The Ode to the Serbians* (Дашић 2014, 86).⁷

Serbia came out the Great War completely destroyed and robbed, losing 28% of its population, France 10.5 percent, Germany 9.8 percent, Austria-Hungary 9.5 percent, Russia 1.2 percent (up to the October Revolution of 1917), England 5.1 percent, Belgium 1 percent and the United States 0.2 percent of its population. This statistic is very important considering that some articles are trying to marginalize or completely ignore the plight of Serbia in the Great War. One example is an interview with the grandson of marshal Franchet d'Esperey, Colonel Christian de Gatineau, published in the French press, where there are no statements about Serbian loss. (Попов 2008).

On the centenary of the Great War, the history revision of the Serbs is in full swing. Now, some historians are trying to reduce the scope and size of the Serbian people suffering and to impose blame for the outbreak of the First World War on Serbia (see more: Дашић 2014a, 77-78). A conference dedicated to the First World War was held in Sarajevo from 19 to 21 June and the Institute of History and seven institutes from European countries (defeated in the Great War) organized it. In relation to this, a Bosnian historian Husnija Kamberovic said, "conference will not be a set of opponents" (?), And Vidovdan as the date was not an option "having the negative experiences of 1914. and 1992, when some irresponsible rascals made chaos" (Мајетић 2014, 58-63).

The author of the publication "Croats in the First World War" Tvrтко Јакovina, on page 53, presents a picture of Serbian soldiers shooting at a prisoner of war. However, he does not comment on the fact that the execution (of uniformed prisoners) was performed in front of hundreds of people, officers, soldiers, priests, civilians, suggesting that he was, most likely, a spy or a war criminal. Manipulation with facts and events is shown in the following statement of aforementioned author, "the Bulgarians were run over when the Salonika front was finally broken. The firing pins there were Serbian and French troops, but among them, there were thousands of volunteers from the Austro-Hungarian Empire, including Aloizije Stepinac⁸ ... " (Јакovina 2014, 55). The Croats were in both world wars on the side of the defeated, and there is clear intention to present Stepinac as someone who liberated the Serbs. Numerous reports of French officers spoke about superhuman struggle of Serbian soldiers who, in inexplicable, fanatical trance, were crossing up to 40 miles a day, without waiting for artillery support, eager for their homeland (Стошић 1994, 365-369; Калафатовић 1971, 347). The Chief Commander Franchet d'Esperey said

⁷ Like many other poets of Europe, the greatest Italian poet of the late nineteenth and early twentieth century was delighted with Serbian victories and deeply experienced the suffering of the Serbs in World War II. After the fall of Serbia in 1915, he published an ode of 450 verses in "Corriere de la Sera".

⁸ Pope proclaims Stepinac a saint, despite 700,000 of Jasenovac victims, many of whom killed due to the tacit blessing of the Archbishop

about it: "Serbian 1st Army is rushing into adventure and it will compromise our entire success. Therefore, it is necessary to suspend its further progress towards Nis" (Стошић 1994, 321).⁹

American, British, and especially the German media do not give up in efforts to display the outbreak of the First World War in a new light, allegedly based on new historical knowledge.¹⁰ American and German media have compared Gavrilo Princip to Osama bin Laden and the organization "Mlada Bosna" with Al Qaeda, and set up a new thesis that Russia and Serbia bear the greatest responsibility for the war (Казимировић 2013, 4). Christopher Clark, in his book "Sleepwalkers: how Europe entered the war," among other things compares the Sarajevo assassination with the attack on the World Trade Center and Pasic's Serbia with Assad's Syria.

Recently, German historian Sundhausen Holmes, professor of history of Southeastern Europe at the Free University of Berlin, mentored the PhD on the topic of genocide denial in Jasenovac¹¹. It remained completely unnoticed by our media, while our academic communities, with honorable exceptions, did not act in any way about this misstatement. In Poland, similar creations of German revisionists suffered a fiasco. In an attempt to rehabilitate partially their ancestors, the Germans redirect guilty of killing Jews to the Polish collaborators. Unlike the public in Serbia, the entire Polish public has strongly reacted to such a shameful insinuation. The real question is what prevents our politicians and academics to react in similar situations (Неимаревић, 2014).¹²

In their exodus, Serbian army and Serbian people were transferred from the coast of Albania to Corfu. However, what history almost completely concealed is that Greece initially refused requests to receive Serbian army to Corfu, justifying it

⁹ The Serbian Army is one of the oldest brands that have great social importance and influence, a brand that is firmly rooted in the minds of the people, and a brand that, despite all the tragic events of the early 90s of the last century, elicits positive emotions. Serbian army lost its identity in 1918. Since the Serbia-Montenegro union ended its existence, Serbian Army has been searching for its identity, shattered image; there are elements of the new names, ideas and structures (Дашић 2014б).

¹⁰ 11 The Austro-Hungarians seized documents of the Ministry of Foreign Affairs of Serbia and until the beginning of World War II, they were published in the "stylish" and "processed" version in order to prove the involvement of Serbia and Russia in Sarajevo assassination (Вашченко 2014, 4; Писарев 1993, 16-22).

¹¹ The historian Dimitrije Djordjevic (Димитрије Ђорђевић) was writing about the extent to which the United States was interested in history of the Habsburg monarchy. According to the information available to him, "at universities in the United States and Canada 175 scientists were presenting the courses about the history of the Austro-Hungarian Empire; 77 doctoral dissertations were defended and 55 were in preparation. Long before other scientific societies dealing with specific nations of Europe, the Committee for Development Studies of the Habsburg monarchy was founded in America, in New York, there was an Austrian institute, which was financed by the government in Vienna (see more: Зорић 2014, 358).

¹² „We are facing new conflicts, rebellions, wars and revolutions. Great powers will mercilessly strive to satisfy imperial appetites. Small nations and states will seek their place under the Sun; a great will require them to give up their moral heritage, especially the struggle for justice and truth." (Клјакић 2013, 11) „As the weeds in the field, so the erroneous assessment of the historical science restore themselves, despite of new studies which deny them, each new harvest show that they are not eradicated" (Екмечич 1990, VI; Бјелајац 2013, 10)

with "legal and sanitary" reasons. In the midst of winter, the entire Serbian army was first transferred from the coast of Albania to the coast of Italy and only then, in the following months, to Corfu. The burden of evacuation of Serbian troops, the people who followed the army, the prisoners and 24,000 Austrian soldiers, fell on Italy. In these operations, Italy lost thousands of soldiers (in Durres 800), and the accomplishment of the Italian Navy remained almost unknown (Стаматовић 2014, 12-13)

Lately, one of the most important aspects of nations and states branding which proved to be a powerful tool of revisionism is the film industry. With the help of "Hollywood", production one nation can be positively or negatively presented to the rest of the world. Hollywood makes boom-boom movies, which are mostly demanded, and where chase, shooting and killing are mostly presented. In Europe, the films are mostly cultural assets. In the United States, movies that have profit and commercial value are in the game. In most of these films, America is branding itself, emphasizing that America saves the world from a variety of dangers that threaten it. In action films and series Hollywood more often for the "bad guys" instead of Indians and Mexicans, introduces the Serbs¹³ whom "good guys", i.e. the Americans, are fighting against. The impact of the film, a historical spectacle is very important because the views of new generations about certain states and nations are not usually based on facts, history books, but on Hollywood productions. In order to spread this propaganda a film studio was built in Kosovo, thanks to donations from the Americans. The only task of the aforementioned studio is the production of films in which the main story is that Kosovo has always been the territory inhabited by Albanians and the Serbs were only "in passing" (Митровић-Марић 2009, 173-177).¹⁴ At the same time, this fact has not received due attention in the Serbian media, which enables an even wider impact of the aforementioned propaganda in which Serbs stand out as the bad guys, and where the history of the Serbs in Kosovo has changed.

Zvijer (Zvijer 2014) states that, particularly suitable form for telling war stories in media is the war movie. The suitability of a war movie is reflected in the fact that the film narration can represent events of the war in a dynamic and interesting way, and is therefore the story told in a war movie can be easily accepted. Markovic (Марковић 2011, 87-88) also states that, in addition to military weapons, the destructive power of other means that include movie is increasing when some nations and states should be besmirched. He states that in the movies, negative characters are given Serbian names. As the Italians always used to be gangsters in American movies, now the Serbs have become the bad guys, and to make it more credible, the American cartoon villains are given Serbian names.

Western historians for decades has been exaggerating the role of the United States and reducing the role of the USSR in the defeat of Nazism, and the film industry has a significant role in that. Despite the fact that the Soviet Union inflicted

¹³ Some films give a negative image and role to the Serbs and Serbia, which until recently was reserved for the Palestinians and the Arab nation.

¹⁴ Another characteristic of the Croatian War cinematography is that "the enemy is never called by their ethnic name (Serbs), but the pronoun "they" is used instead, or the subject is omitted (e.g. "They are entering the village ... "). In this way, the enemy is not perceived as someone who has lived there for decades, as someone who was part of the area, but as something external, alien (Zvijer 2014, 75).

74% loss of the Nazi army and 80% of the German army was engaged against the Soviet Union, many of the inhabitants of the West are convinced that the USA entry into the war was crucial to the final outcome of the war (Буцаков 2014, 5).

In order not to be remembered in the history as a nation, which is constantly at war, according to the officially adopted rhetoric, the United States does not enter the war, but she is only involved in humanitarian intervention, the fight for democracy and commitment to the realization of human rights. "Humanitarian intervention", "just war", "struggle for democracy", "preventive war", "responsibility to protect", "protection of human rights", "fight against terrorism"... These new standards in international relations show a big difference between the meaning that can be found in many definitions and their practical realization. (Стојадиновић 2012, 121-122)

Intellectual battle for the history revision becomes more and more important. The leaders of free mind are competing to ensure for their favorites scientific and theoretical foundation, which was the reason for gathering of majority of the representatives of the Western intellectual elite in Kiev. The venue, as well as the list of participants pre-determined course of the conference "Ukraine: think together" (Буцотић 2014b). The participants are our old acquaintances, Bernard Kouchner, a proponent of intervention in the Balkans, Bernard Henri Levy, known for his anti-Russian stance, Croatian writer Slavenka Drakulić, who in his paper accused the most prominent Serbian writer Dobrica Ćosić (Добрица Ћосић) for the events in Srebrenica in 1995, although he was President of the Federal Republic of Yugoslavia from 1992 to 1993. They all agree in one, culprit for the Ukrainian crisis, is Putin with his followers.

Final observations

After well-known events in the early 90s, she was left to the "external branding" of the war devastation, various international institutions up to the Hague Tribunal, and now the historiography is one of the most important factors of branding (negative) of our state and nation. As the image of the country directly affects on the international political and economic status, exports, attracting tourists, foreign investment ... more intention has been devoted to this matter.

The historiography can be used to improve the image of the Serbian state, especially when it comes to the First World War. However, thanks to the aspirations certain great powers, historiography takes on a different interpretation where the Serbian people and its history are put a bad context. It has become more than obvious that if the state does not brand itself, it will be done by someone else, without her will, for their own interests. There is great responsibility upon us not to allow that. As Ivo Andric said: "Only the ignorant and foolish people can believe that the past is dead and separated forever from the present by impassable wall. The truth is, on the contrary, that all that a man once thought, felt and did is inextricably embedded in what we now think, feel and do. Entering the light of scientific truth in the events of the past, means serving present.

“Many authors identify the term national identity with brand. Serbia lost her identity back in 1918, when the Serbs agreed to establish common state and took on their backs all the burden of realizing that idea. The First World War was the most glorious era in the history of the Serbian people and the historiography revision has proved to be a new and powerful tool of state and nation rebranding. It was founded by the dictate of the new world order, underestimating the historical sources, forgetting that it is historian’s job to make events of the past understandable and not to bring personal values and moral attitudes.

The untruths and half-truths regarding the suffering of the Serbs in First World War are presented to public, despite the existence of tangible, physical evidence which do not support these statements. There is a question why our public is not sufficiently interested in their country's history, which should be primarily preserved and interpreted, but it is also possible to make use of it in order to build a better image and the state branding. Thus, the current situation in terms of branding Serbia is not only hindered by efforts and intentions of individual world forces to create a different historiography relating to the events of the period of the First World War, but also the lack of interest of all those who should have the interest of their country’s better image in eyes of the wider world public.

Summary

National branding is very important for the position of a nation in the world. People in general know little about certain nations, and that little is usually formed according to attitudes that were created in the myths, rumors, anecdotes, or the celebrities, athletes, actors, and writers from these countries. Today, there are many specific ways for branding a country. Currently, this is one completely new kind of nations and states branding, a history revision.

The First World War was the most glorious era in the history of the Serbian people. The fall of the Berlin Wall and the destruction of Yugoslavia brought a complete change of the political and social context in Europe and in the world. It has also influenced on the change of history as an academic discipline, and a far-reaching revision of the history of the Serbs has occurred. Now, some historians are trying to impose on Serbia responsibility for the outbreak of the First World War, to reduce the scope and size of Serbian people suffering. A large number of books that have appeared the last few years emerged in the Anglo-Saxon and German-speaking countries and represent are a kind of history revision, which shifts the blame for the war to Russia and Serbia. The aim is to show that Russia and Serbia are permanent point of geopolitical instability in the world: Russia on a global scale, and Serbia in the Balkans.

Christopher Clark in his book "Moonwalker: how Europe entered the war," which in 2013 became a big hit in the West, has launched a dangerous revisionist wave in world historiography, where the blame for the First World War shifted from Germany to Russia, Serbia and France. Intellectual battle for the history revision

becomes more and more important, trying to "brainwash" the entire society and the Serbian nation, to conduct their ruthless program of manipulation and exclude common sense so as to impose historiography, which corresponds to the new world order, to future generations. The aim is to impose the history of the West as the only world history and that everyone else is doomed to repeat it eventually - if not voluntarily, then with the help of Fifth and the Sixth Fleet.

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ИСТОРИОГРАФИЈА У ФУНКЦИЈИ "РЕБРЕНДИРАЊА" ДРЖАВА И НАЦИЈА

Сажетак: Национално брендирање је веома важно за положај једне нације у свету. Људи уопштено мало знају о пјединим нацијама, а и оно мало што и знају формирано је на основу ставова који су настали на митовима, гласинама, анегдотама или пак на познатим личностима, спортистима, глумцима, писцима из тих земаља. Данас, постоје многобројни, специфични начини брендирања држава а тренутно је актуелан један сасвим нов вид брендирања нација и држава, ревизијом историје.

Први светски рат је најславније доба у историји српског народа. Пад Берлинског зида и уништење Југославије донели су потпуну промену политичког и друштвеног контекста у Европи и свету. Са њима се променила и историја, као академска дисциплина, одиграла се далекосежна ревизија историје Срба. Сада, поједини историчари покушавају наметнути одговорност Србији за избијање Првог светског рата, умањити обим и величину страдања српског народа. Велики број књига које су се последњих пар година појавиле у англосаксонском и немачком говорном подручју представљају својеврсну ревизију историје, којом се кривица за рат пребацује на Русију и Србију. Циљ је да се покаже да су Русија и Србија трајне тачке геополитичке нестабилности у свету: Русија на глобалном плану, а Србија на Балкану.

Кристофер Кларк је својом књигом „Месечари: како је Европа кренула у рат“, која је 2013. године постала велики хит на Западу, покренуо веома опасан ревизионистички талас у светској историографији, где се кривица за Први светски рат пребацује са Немачке на Русију, Србију и Француску. Интелектуална битка за ревизијом историје све више добија на значају, покушава се “испрати мозак“ читавом друштву и српској нацији, спровести над њима окрутан програм манипулације и искључити здрав разум, како би будућим покољењима наметнули историографију која одговара новом светском поретку, тј наметнути историја Запада као једина светска историја и да су сви други осуђени да је пре или касније понове – ако не својевољно, онда уз помоћ Пете или Шесте флоте.

Кључне речи: брендирање, ребрендирање, историографија, ревизионизам, Србија