

HUNGARY OR MAGYARORSZÁG: WHICH 'BRAND NAME' IS BETTER FOR COUNTRY BRANDING?

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ABSTRACT

“What's in a name? That which we call a rose by any other word would smell as sweet,” writes Shakespeare. But he is wrong: a rose by any other name would not be as fragrant. Moreover, blind tests (where people do not know what they smell) have proved that some flowers are much more fragrant than roses. Marketers (and, in many cases, consumers) are well aware of this from the world of branded products: a cleverly chosen brand name can significantly increase the value of a lesser quality product, while a poor brand name may hinder the sales of a quality product. It might be strange, but this analogy is also valid for countries. In many cases, we judge a country or nation by its name if we do not know anything about it. Therefore it is quite a dilemma to decide which name Hungary shall use in each country as far as it is possible to choose any of them, because the adjective “hun” of the country name “Hungary” refers to Huns and their ruler, Attila. Huns were considered barbarians who ravaged Europe, and therefore their successors may be seen in the same light. The other, perhaps less known and popular opinion is that “Huns” were not only vandals but a strong nation – the same that Hungary wants to be seen now, although in a more modern sense. Therefore it is possible that in certain cases the country should use the name Magyarország, or they should use it in combination with Hungary. The study attempts to resolve this dilemma and makes suggestions, while other countries (and their names) are also discussed. Of course this is all just some play with names in many respects, and the primary reason for including many examples with brand names and country names is to provide a practical background. Therefore the study is written in the style of edutainment to draw attention to an exciting issue discussed by few, with the hope that this will possibly induce empirical research in the future.

Keywords: brand name, country branding, nation branding, Hungary, Magyarország

1. INTRODUCTION: THE KEY ROLE OF NAMES

“What's in a name? That which we call a rose by any other word would smell as sweet,” writes Shakespeare in *Romeo and Juliet*. But Shakespeare is wrong: a rose by any other name would not be as fragrant. Moreover, according to blind tests (when the eyes of the interviewees are covered) gardenia and frangipani have a better fragrance than rose. However, their sales is nowhere near as high as that of roses. (BOGUSKY - WINSOR 2009: 119.) Or can we imagine Seal's song “Kiss from a Rose”, with the title “Kiss from a Gardenia” or “Kiss from a Frangipani”? And we have not even mentioned “*Romeo and Juliet*”. If Shakespeare was right regarding the rose, then why did not he entitle his play “Everyone dies?” After all, the work is about this topic. Moreover, the whole play is about the idea that if Romeo was not a Montague, an enemy of the Capulets, the young lovers could live happily. If names are not important, how is it possible that future parents spend weeks or months thinking about the name of their unborn child, sometimes even reading several books on first names to find the answer? Or how is that companies are ready to pay millions of dollars in order to find a good name? We must admit that names have a huge impact on us. Let us consider the situation when we are introduced to someone – we immediately make assumptions according to his/her first name and surname. This is also justified by scientific research. Researchers at Tulane University showed men the pictures of equally beautiful women – and these men found them equally attractive, at least before they got to know their names.

However, when the names of the ladies were well-known, the trio of names such as Kathy, Jennifer and Christine was much more appreciated than Ethel, Harriet and Gertrude. In another case, “the photos of two beautiful women were shown to a group of men who were asked which woman was more beautiful. The vote was equally split. Then the researcher wrote that the first woman’s name was Elizabeth and second woman’s name was Gertrude. Now the vote was 80 percent in favor of Elizabeth.” (KOTLER 2000: 85.). The situation of students is somewhat similar. When they asked teachers to grade essays titled “What I did last Saturday”, essays with authors called David or Michael received a higher score than the same papers handed in with student names Hubert or Elmer. Researchers found out that the teachers’ earlier experiences suggested that people called Hubert or Elmer are losers (RIES - TROUT 1997: 76.). Or let us go even further. Studies by psychologist DAVID SHEPPARD show that people who do not even have acquaintances called Cyril or John expect Cyrils to be sneaky and Johns trustworthy (RIES - TROUT 1997: 76.). Research also proves that people with names evoking positive associations get along better in life just because they receive positive feedback right from the beginning. As WISEMAN writes (2009: 276.), teachers have a better opinion of essays with authors called Rose than the same essays submitted by students called Short, Little or Bent. But what are the best first names of the 21st century? 6,000 people voted in Great Britain, providing the following conclusion (WISEMAN 2009: 277.):

- Royal associations such as James or Elizabeth enable people to look more successful and intelligent.
- The most attractive female names (for example, the names Lucy and Sophie) sound soft, and their ending is pronounced ‘ee’ in English.
- The sexiest male names (such as Jack and Ryan), however, are short and often sound ‘tough’.

Nevertheless, first names can mostly be interpreted altogether with surnames, and even monograms play a very important role. (WISEMAN 2009: 277.):

- Males with a positive monogram (for example, ACE, HUG, or JOY) live four and a half years longer than the average.
- However, people die three years earlier than the average if their monogram is negative, for example PIG, BUM or DIE.

Considering that names play such a significant role in people’s lives, it is no wonder that they are also important in the case of brands. As most experts agree:

- “A good name that’s easy to remember has a running start. A bad name can be an enormous problem.” (TROUT, see RIVKIN - SUTHERLAND 2004: ix.)
- “Name is the basis of any marketing program. You can’t build a brand with a weak name. It’s like building a house on sand.” (RIES - RIES 2009: 18.)
- “There is only negative equity in a bad name. When the name is bad, things tend to get worse.” (RIES - TROUT 1997: 80.)
- “The wrong name can cost millions, even billions, in workarounds and lost income over the lifetime of the brand.” (NEUMEIER 2006: 82.)
- The smaller the company, the more its name is a question of life and death. (RIES - RIES 2004a: 192.)
- “If your brand name is bad, you can spend millions, still your market will not remember, and is not going to like it.” (WOLF 2012)
- Nothing can be successful in marketing until the name is not good. The best company, the best product, the best packaging, the best marketing in the world will not work out if the name is not good. (RIES - RIES 2004a: 183.)

There are many examples that demonstrate the importance of names: What was the first MP3 player? Was it iPod? No, it was not – the name of the first player was Creative Nomad Jukebox. Although it was of a better quality, the 7-syllable long, complicated name was not much of a help. 2-syllable, simple and distinguishing iPod defeated it, although the company at least received a payment from Apple for the license of the technology (RIES - RIES 2009: 66-67.). We could also mention the case of the first car. Was it Ford? No, it was not. The first American company to manufacture gasoline automobiles was Duryea – but is it any wonder that they could not get into minds with such a peculiar name? However, Ford has also had its failures. Experts consider Ford Edsel as one of the greatest marketing failures besides New Coke (HAIG 2003). Although the model itself was not perfect, RIES and TROUT (1997: 76.) point out that "Edsel was a loser name before Ford introduced the Edsel car. And the name contributed to the marketing disaster." Another example from the car industry: Geo Prizm, a model by General Motors and Toyota Corolla are basically the same as they were manufactured on the same production line. Still, Toyota sold 200,000 cars between 1990 and 1994 at a price of USD 11,000. GM, however, could not sell more than 80 thousand – although it was 300 dollars cheaper (RANDALL 2000: 32.). Or what would someone say to a drink called Krating Daeng? Would the reader of this article drink it? Actually, it is nothing but the original Thailand version of Red Bull, which was basically taken over by the Austrian company, which repackaged it according to global tastes, and, of course, renamed it. And what would someone say to an American beer with the brand name Yuengling? Actually, it was the first (though not very successful) brewery in the United States (RIES - RIES 2004a: 183.). But bad names are not only a problem in the case of a specific brand; they can also be a challenge for a whole product category. How does cardio-pneumo-psychograph sound? Well, with that original name it would have probably remained uninteresting for the general public, but it became well-known with the name 'lie detector' (RIES - RIES 2009: 69.). Or has the reader heard about Chinese gooseberry? New Zealand farmers renamed their popular fruit in the fifties to kiwi, hoping that export would also increase this way – and as we can see, kiwi has become a world success (TROUT - RIVKIN 2000: 17.). Thus, while a bad name may cause several problems, a good name can bring about many positive consequences:

- "When the name is good, things tend to get better." (RIES - TROUT 1997: 80.)
- If a brand gets an apt name, the marketing and branding activities surrounding it also become much simpler. (HEALEY 2009: 86.)
- "If you have a good brand name ... all your marketing activities are easier, cheaper and more effective." (WOLF 2012)
- The best product and company names require the least advertisement. These are advertisements in themselves. (The website of Igor, a San Fransisco based naming agency, quoted by HEALEY 2009: 86.)
- "The single most important decision in the marketing of perfume is the name." (CHEVERTON 2005: 134.)
- "In the age of positioning, choosing the right brand name is the most important marketing decision you can make." (RIES - RIES 2009: 215.)
- "What you must look for is a name that begins the positioning process. A name that tells the prospect what the product's major benefit is." (RIES - TROUT 1997: 69.)
- "The heart of a good marketing program is a great name." (RIES - RIES 2004b: 5.)
- "A better name can mean millions of dollars of difference in sales." (RIES - TROUT 1997: 72.)
- With a truly effective brand name we may well affect emotions and the heart, and open wallets more easily. (OLINS 2004: 12.)

As we can see, not only brands, but also brand names have real value, that is, goodwill in a financial sense. MAURICE KANBAR, the father of Quad Cinema multiplex cinema and Skyy Vodka goes as far as to say that "if I had a great name for a product, I'd build a business around the name" (KANBAR 2002). Many examples demonstrate the usefulness of good brand names:

- When Intasys Corp. was renamed Mamma.com Inc. in January 2004, its share price doubled within only two months. (RIVKIN - SUTHERLAND 2004: 9.)
- One of the islands in the Caribbeans did not know for a long time what to do with its branding. Although the area was as beautiful as the Paradise, its name deterred tourists and investors as well. Hog Island was then renamed Paradise Island, and they live happily ever since so much that the most expensive hotel room in the Caribbeans is located here. We should not wonder why – the current name of the island suggests that this is Paradise, the Garden of Eden. (RIES - RIES 2004a: 189.)

Of course it is not always that easy to find the appropriate name. Lee Iacocca, former CEO of Ford and Chrysler explains this in his book *An Autobiography*: "The name is often the toughest part of the car to get right. It's easier to design doors and roofs than to come up with a name, because the choice is inevitably subjective." (IACOCCA 1988: 98.)

2. COUNTRY NAMES AS BRAND NAMES

However strange it may seem, country names can also be interpreted as brand names because an image appears in people's minds when they are mentioned. What is the most interesting is that this may even be true if people have not heard of that country before. An obvious example that has happened to most Hungarians abroad is the conversation "Where do you come from?" "Hungary." "What? Are you hungry?" But Poles also reported similar cases, suggesting that they seem to have a weaker country brand than the Netherlands. The typical conversation in their case, especially in the early nineties, was "Where do you come from?" "Poland!" "Ah, Holland!" And we can find numerous other examples around: there are jokes related to the names of almost all countries. Turkey is a good example: if we type this country name in Google Images, the first hits are not maps or beautiful landscapes, but poultry. We may also mention a conversation that appears on the Internet again and again as a joke ridiculing six country names:

- "I am hungary.
- Maybe you should czech the fridge...
- I'm russian to the kitchen!
- Is there any turkey?
- We have some, but it's covered with a layer of greece.
- Ew, there is norway you can eat that."

This does not necessarily mean that there is a problem with those names. But sometimes there really is, as a problematic name may result in disadvantages – the number of tourists visiting the country is less than it would be expected according to the attractions of the country, less investment arrives, or less people buy the products of the country. In the case of a product brand the replacement of the product name could solve this problem, but it is not that easy in the case of countries. The names of geographical locations usually have long historical roots, be it mountain peaks, lakes, seas, cities, and especially countries. These names are strongly connected to the life of local people who have got used to them.

3. OWN NAME INSTEAD OF A COLONY NAME

Although changing the name of a country is definitely a complicated issue, there are examples that can be analyzed from a branding perspective, too. In some cases the new brand name or country name is meant to symbolise a new beginning.

For example, when colonies claimed their independence, the first thing to do was to create a new name for the country. In some cases, the name of the coloniser had previously been a part of the country name, but was later omitted from it:

- New Spain – Mexico (1821)
- Spanish East Indies – Philippines (1898)
- Dutch East Indies – Indonesia (1945)
- French Sudan – Mali (1960)
- French Togoland – Togo (1960)
- British Guiana – Guyana (1966)
- Spanish Guinea – Equatorial Guinea (1968)
- British Honduras – Belize (1973)
- Dutch Guiana – Suriname (1975)
- Portuguese Guinea – Guinea-Bissau (1979)

In other cases the country name did not include any clear reference to the name of the colonising country, but the name change was meant to indicate something important:

- Siam – Thailand (1949)
- Gold Coast – Ghana (1957)
- Northern Rhodesia – Zambia (1964)
- Nyasaland – Malawi (1964)
- Basutoland – Lesotho (1966)
- Bechuanaland – Botswana (1966)
- East Pakistan – Bangladesh (1971)
- Ceylon – Sri Lanka (1972)
- Dahomey – Benin (1975)
- Ellice Islands – Tuvalu (1978)
- Gilbert Islands – Kiribati (1979)
- New Hebrides – Vanuatu (1980)
- Upper Volta – Burkina Faso (1984)

Sometimes the name was changed not only once but multiple times:

- German South-West Africa (1884) – South-West Africa (1915) – Namibia (1990)
- Southern Rhodesia-Rhodesia (1965) – Zimbabwe-Rhodesia (1979) – Zimbabwe (1980)
- Congo Free State (1884) – Belgian Congo (1908) – Republic of the Congo (1960) – Democratic Republic of the Congo (1964) – Republic of Zaire (1971) – Democratic Republic of the Congo (1977)
- French Somaliland – Afars and the Issas (1967) – Djibouti (1977)

As a result of these name changes the countries' new beginning did not only involve their stamps, but many other aspects, too. Sometimes it was not just a restart, but a start from scratch. Therefore, they explored (and sometimes invented) their own historical heritage, similarly to their predecessors in 19th century Europe. For example, ancient Zimbabwe was a somewhat mythical African empire covering more or less the same area as today's Zimbabwe. To be honest, the historical relationship between ancient Zimbabwe and contemporary Zimbabwe is rather negligible, but the emotional relationship is important for the people living there. (OLINS 2004). The latest name change is associated with Swaziland. In 2018 the King decided that the country should be renamed to its historical name, eSwatini, celebrating the 50th anniversary of their independence. It is also possible that the King's name (Mswati III) played a role in the selection of the name.

The news allegedly made Swiss people happy, as the names of the two countries (Switzerland and Swaziland) had often been mixed up with each other on online forms.

4. BRANDING DIFFICULTIES OF SUCCESSOR STATES

The other wave of new “brand names” and “brands” could be seen in the early nineties, when successor states gained independence after the breakup of the Soviet Union. Some of these countries have a historical past with long traditions. For example, Georgia started to use its current country name considering the heritage of Saint George – as opposed to Gruzija, which was the name of the country as a member state of the USSR. On the other hand, other successor states such as the five Middle-Asian “stans” (Uzbekistan, Kyrgyzstan, Turkmenistan, Kazakhstan and Tajikistan) had never existed as sovereign states before the breakup of the Soviet Union. In the meantime, Czechoslovakia also split into two countries, the Czech Republic and Slovakia – although not all people are aware of this. The author of this article also experienced this: a scholar from a renowned university in London held a presentation in Budapest in 2008, still referring to the country as “Czechoslovakia”... The situation is no less complex if we consider the two successor states separately. The problem of the Czechs was that they found the official international name of their country (Czech Republic) rather long, but academics, branding experts and government figures have agreed that the form of government is an unimportant element regarding the commonly used version of country names. It is true that tourists usually do not travel to the “Spanish Kingdom”, or the “Commonwealth of Australia” for the vacation, but prefer to use the short names of the countries, not to mention Hong Kong, whose official name is “Hong Kong Special Administrative Region of the People’s Republic of China”. However, the Czech Republic only had this official name, and there was no short version in English. Therefore the experts mentioned above recommended the name “Czechia” instead of “The Czech Republic”. Then a new problem occurred, quite similarly to the name of another country, Chechnya. (It is also true that the latter “brand” has not been recognised by any states around the world.) On the other hand, several people in the Czech Republic would have preferred to use the names “Bohemia” and/or “Moravia”. This might be historically correct, but using these names would probably be wrong from a branding perspective, because average cosmopolitans are not so well educated in Central European history, and would not understand where the Czechs are from. (THE ECONOMIST 2004). In the end, the idea of renewing the country name that emerged in the early 2000s was shelved for about a decade. Finally, in 2013, Czech president Miloš Zeman recommended the wider official use of Czechia, and on 14 April 2016, the country's political leadership agreed to make Czechia the official short name. The new name was published in the United Nations UNTERM and UNGEGN country name databases on 5 July 2016. “In October 2016, six months after the name Czechia was adopted, The Guardian reported that the new name is hardly in use, even on official Czech government websites. Still, it seems that the acceptance of the new name finally increased in 2017:

- Google replaced the Czech Republic with Czechia on Google Maps on 18 January 2017. The CIA World Factbook and U.S. State Department both use Czechia instead of the Czech Republic as the short name of the country.
- On 22 May 2017 a Forbes contributor released an opinion blog saying that “Czechia has won the Czech Republic name debate” and that “If you’re feeling petulant, it’s the Czech Republic. If you want to be cool, it’s Czechia” in a reference to the significant progress that has been made for the short name in the recent year.
- The geographical department of the Faculty of Sciences, Charles University in Prague organised a special conference on 1 June 2017, assessing how successful the process of adopting the name Czechia had been so far.
- In June 2017, the English Style Guide and Country Compendium of the European Commission introduced Czechia for optional use with the recommendation that it be used

in informal contexts where it is not necessary to use the full political name, such as at sports events, in advertising, etc.

- Škoda Auto, the largest Czech automobile manufacturer, began using Czechia in their advertisements in 2017.
- The Pilsner Urquell brewery began using Czechia on bottles, cans and the brewery logo in summer 2017.” (WIKIPEDIA 2017, Name of the Czech Republic)

But let us return to former Czechoslovakia, that is, its other part, Slovakia. The situation of Slovakian citizens is not any easier as they are often confused with Slovenians, which also has linguistic reasons: the official name of Slovakia is "Slovenská Republika". Having mentioned Slavic peoples, their greatest problem is how the words Slav and Slavic are pronounced internationally. Less educated people pronounce the term "Slav" just like the word "slave", and they draw the conclusion that Yugoslavia is the country of slaves – or at least it used to be as long as it used that name. Now there are six independent countries on the area of former Yugoslavia: Serbia, Montenegro, Croatia, Slovenia, Macedonia, and Bosnia and Herzegovina. We could also include Kosovo in the list, although many countries have not yet recognized Kosovo's independence.

5. NAME CHANGE CAMPAIGNS

Regarding brand names, the most interesting example from the former Yugoslavian successor states is that of Macedonia. The country was required to use the odd-sounding name Former Yugoslav Republic of Macedonia (or even worse, its abbreviation, F.Y.R.O.M.) officially after its secession from Yugoslavia. Although there was no reference to Yugoslavia in their constitution, they had to use this name in international diplomacy. Or an interesting example: the singers/bands from the country were presented using this country name in the Eurovision Song Contest. The reason was that the Greek government declared that Macedonia – as a geographical area – is much larger than the newly declared Republic of Macedonia, and most of it belongs to Greece. The insistence of the Greek may not look nice, but it can be understood from a branding point of view: they would like people to relate Alexander the Great and his heritage to Greece and not to the Republic of Macedonia, also affecting the number of tourist visits to the country. On the other hand, it is also understandable that the people of the new state wish to use their original name, and they even launched a campaign to this end: "Don't you F.Y.R.O.M. me. Say Macedonia." and "Call me by my name. Say Macedonia." The debate that had lasted since 1991 was finally resolved in 2018: the Macedonian and Greek Prime Ministers took part in an event where the foreign ministers of the two countries signed an agreement about the official name of the area: North Macedonia. In addition, the North Macedonian government made significant gestures. They changed the name of the capital airport: the aerodrome named after Alexander the Great was renamed International Airport Skopje. They also decided that the highway connecting the Macedonian-Serbian border with the Macedonian-Greek border would be renamed (from Alexander the Great to Friendship Highway). It is an interesting fact that they also considered the country names Upper Macedonia, New Macedonia and Elijah's Day Macedonia during the name debate. Elijah's Day (also called Republic Day), that is, 2 August is a national and religious holiday in the country. It commemorates the so-called Ilinden Uprising in 1903, when revolutionaries organized a revolt against the Ottoman Empire, resulting in the creation of the short-lived Kruševo Republic, which only existed for ten days. On the very same day in 1944, the Anti-fascist Assembly for the National Liberation of Macedonia was formed. Interestingly, another – seemingly more prominent – brand, a country with a more positive image also considered changing its name. Great Britain experienced that the perception of the country in former colonies was negative in many respects, and the word "Great" in the name of the country sounded somewhat imperial.

Although the name of the country was not replaced, most of its image materials only used its shorter name (that is, Britain) for some time. This was not the first major name change considering the history of Great Britain. It is known all around the world that the royal house of the United Kingdom is called the House of Windsor. However, that name has only been used since 1917, when a proclamation by King George V declared that the use of the name Saxe-Coburg and Gotha would be discontinued – the German implication and origins of the latter names have become inconvenient for them in World War I. Another interesting case was that of Estonia. The country tried to avoid using this English version of the country name and use Estland instead for some time (see, for example: SZONDI 2007) as certain studies claimed that the name Estonia would remind people of a tragic accident in 1994, when a ferry called Estonia sank between Tallinn and Stockholm, claiming 852 lives. Some years later a thriller titled “Baltic Storm” starring Donald Sutherland was also based on the events, but the “baltic storm” finally subsided, and the country kept the name Estonia. Changing the English name of the country became an issue again in the early 2000s. The proposed new version was “E-stonia” (meaning “E-Estonia”), suggesting the outstanding development of Estonian information technology. Estonia was the first country in Europe to introduce the electronic identity card, and it was the first place to allow people vote for their parliamentary representatives online. E-Estonia was also successful as a vision: its citizens knew they had to work hard in order to make their country competitive. It is also interesting that Lithuania, another Baltic state, was also thinking about changing its name in 2008 (REUTERS 2008). The government spokesman said that “Lithuania's transcription in English is difficult to pronounce and remember for non-native English speakers”. As a result of the citizens’ opposition and criticism by the media, the country name was never changed, but they created a slogan for the country: “Lithuania – A brave country”). Another ‘playful’ suggestion to change the name of a country (in this case, Guatemala) was made by AL RIES, one of the ‘fathers’ of positioning, co-author of “Positioning – The battle for your mind”. According to him, the Central American country could best differentiate itself if it highlighted that it was once the centre of the Maya empire, and, in order to shape its image that way, the country should use letter y instead of the letter l in its name, making it Guatemaya. The local people could find their historical roots in this name, and it would also be a clear signal for tourists (RIES - RIES 2002)

6. HUN OR MAGYAR?

Sometimes it happens that a country has several names, even in the same language. The Czech Republic is a good example with two official names in English: Czech Republic and Czechia. The United States of America itself is also an excellent example: sometimes it is called United States, sometimes it is referred to simply as America, and there are cases when it is used in its abbreviated form, USA. This is four versions of the same country name altogether. There are also examples when a country has an ancient name in its own language, and another name used internationally. In such cases, it is a political and marketing dilemma to decide which one to use, or maybe use both at the same time. The simultaneous use of Wales and Cymru is a good example of this. Regarding the latter, Welsh people have long been defined by their language (Cymraeg) which is one of the oldest living languages in Europe (WILLIAMS 1985). So around the millennium the Welsh Tourism Board felt that it should be prouder of its Welshness and be broader in its use of Welshness. Now we can see a bilingual logo and the word Cymru appearing more often in marketing materials than it used to. (See the case study by PRITCHARD and MORGAN (2001): „Culture, identity and tourism representation: marketing Cymru or Wales?”) There is a similar situation regarding Sweden and Finland using dual names: Sweden also uses the name Sverige, and Finland also uses the name Suomi in their communications materials and country logos. The situation of Hungary is interesting in the sense that the country has different names in various European countries.

This would not be a unique case in itself, but these names are quite different indeed. Based on the beginning of the names, these can be classified into four groups: Hun-, Ung-, Veng- and Magyar- (TÓZSA 2016).

Table 1: The beginning of Hungary's country name in various languages

| <i>Hun-</i> | <i>Ung-</i> | <i>Veng-</i> | <i>Magyar-</i> |
|--|---|---|--|
| Albanian, Arab, Armenian, Dutch, English, French, Greek, Hebrew, Latin (scientific), Portuguese, Spanish | Bulgarian, Danish, Estonian, Finnish, Georgian, German, Irish, Italian, Latvian, Macedonian, Norwegian, Romanian, Swedish, Ukrainian | Belarusian, Kyrgyz, Lithuanian, Polish, Russian, Turkmen | Azeri, Croatian, Czech, Kazakh, Kurdish, Mongolian, Persian, Serbian, Slovak, Slovenian, Tajik, Tatar, Turkish, Uzbek |

Source: TÓZSA, István (2016): Hungarikumok, nemzeti örökségvédelem – Egyetemi jegyzet ("Hungaricums, the protection of the national heritage – University textbook")

Why is this important? Because everything indicates that in the case of names beginning with "Hun-" a stereotype is fundamentally "coded" in the name, which refers to nothing else than Huns and their ruler Attila. These "vandals" wreaked havoc in a barbaric way in half of contemporary Europe in the 5th century, as often mentioned in history books. Therefore in countries where the country's name is Hungary, Ungarn, Hongrie, Ungheria, Hungria, and the name of the people is Hungarian, Ungarisch, Hongrois, Ungherese, Húngaro, the words themselves evoke certain negative associations (TÓZSA 2016). A similar association exists regarding Turkey and Turks, who occupied Hungary for 150 years (1541-1686). Most Hungarian history books refer to the Ottoman Empire using these two words, although Turks tend to refer to this period as the Ottoman Empire, not Turkey and Turks. Getting back to Hungary, of course, the inclusion of the syllable "hun" is no coincidence. The source of references to the Hun heritage of Hungarians was the idea that the Hungarians' arrival in the Carpathian Basin, the former Pannonia (the so-called "honfoglalás") should not be depicted by the kings of the Árpád dynasty (997-1301) as a conquest, but as a return to the ancient (Hun) homeland, which was the centre of the Hun empire, their "ancestors" in the 5th century. According to some assumptions, Hun roots can also be noticed in the name of the Hungarian capital, Budapest: ruler Buda (Bleda) was the brother of Attila the Hun. However, according to other theories, Hungarians are not the descendants of Huns, but a member of the Finno-Ugric group of peoples and languages – thus Hungarians are related to Finnish and Estonian people, and arrived in the Carpathian Basin at the end of the 9th century (and not the 5th century). To be honest it has little importance in a country marketing / country branding sense: its relevance is that people who do not know much about the country associate Hungarians with Huns, and words beginning with "hun-" may have negative connotations. As the table above indicates, there are several such examples. Countries that name Hungary in their own language using the "magyar" affix (and not "hun") are usually bordering, neighbouring countries (except Austria and Romania), or countries in Eastern Europe, Asia Minor and Central Asia. It is also important that besides country names including "hun" (and its variations "ung" and "veng") ones derived

from the original word "magyar" are usually present in countries located south and east of Hungary. Nevertheless, most European languages name Hungarians using the "hun" affix. In a sense this has a pejorative country association in the social consciousness of Western, Northern and Southern European countries (TÓZSA 2016). The other, perhaps less popular opinion is that "Huns" were not only vandals but a strong nation – the same that Hungary wants to be seen now, although in a more modern sense.

7. CONCLUSION, LESSONS REGARDING HUNGARY'S BRANDING

What do the aspects discussed above mean in terms of country branding or geopolitics? How do they affect potential tourists, businesspeople wishing to invest in Hungary, or those considering the purchase of Hungarian products? They might have an effect in the sense that Hungary starts with a handicap in certain countries, while its name involves some advantage in others. According to TÓZSA (2016) English, French, Spanish, Portuguese, Hebrew, Arabic language areas are especially "tough", and there is also "a lot to do" in German, Ukrainian, Italian, Russian and Polish language areas. If we consider examples featuring the word "magyar", and suppose that the word does not carry stereotypes (as in the case of Huns), then we get an extremely exciting result. In that sense, and rather paradoxically, Turkey (a country often considered an "enemy" of Hungary for the abovementioned historical reasons) may be one of the most accepting and important potential supporter / ally of Hungary (TÓZSA 2016). It can probably be a ground to build on as Turkish people usually like Hungarians very much, even if this is not so much true the other way round as a result of the 150-year Ottoman rule in Hungary (1541-1686). Of course, this view is simplistic in the sense that it supposes that the adjective "hun" evokes significantly negative stereotypes, or Attila, which is still quite a common first name for children in Hungary, is often identified with Satan in Western Europe and America. However, the opinion about Huns is not so one-dimensional: many people respect them for their actions, military and organizational qualities, and say that Hungarians should be proud of this. In another respect, the word "magyar" does not necessarily sound positive in all countries. In the case of Slovakia, "Madarsko" does not really suggest friendship, but oppression for some people, and the sometimes bloody and cruel Serbian-Hungarian relations in the 18th - 20th centuries do not put the name "Madarska" in a very friendly context, either (TÓZSA 2016). But then what could be the solution? Well, maybe it is the method used by Wales, Sweden or Finland, that is, displaying the English name of the country (or the target country) together with its original name on most of their marketing materials: "Wales – Cymru", "Sweden – Sverige", "Finland – Suomi". We could also follow this trend using the combination "Hungary – Magyarország". In this context, marketing materials are to be understood in a broad sense: they include country image films, airport billboards, diplomatic documents, shirts of national teams, the names of the national Facebook/YouTube/Instagram channels, and so on. Last, but not least, it is important to point out that countries are rarely judged merely by their name. If a country makes an effort for acknowledgement, and has unique qualities, then they will also be known for the public – be it its tourist attractions, cultural heritage, export products, people living there, or government policies. Of course, the judgment of these can also be positive or negative – but in that case there is much more to it than pigeonholing a country merely by its name. This is all just some play with names in this regard – even if this play may gain great importance from time to time.

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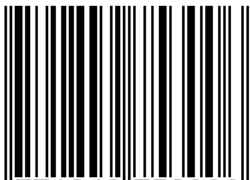
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