

Happy Birthday, UAE!

By Ingrid Piller | December 5, 2011 | Language & consumerism

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The United Arab Emirates are [celebrating another National Day!](#) And they are doing it in style! I was lucky to enter the country exactly on its 40th birthday and so thought I should share the celebrations with *Language-on-the-Move* readers here in a series of images. The slogan of this year's celebrations is 'The spirit of the union' and it's amazing to see 'The spirit of the union' expressed on buildings, in the streetscape, and even as food. I've often written about discourses of banal nationalism and how they have become inextricably intertwined with the promotion of consumption.^[1] These flamboyant images testify to the complex relationship between the state promotion of nationalism, the corporate sponsorship of nationalism and the personal expression of national pride through consumption. Enjoy!

[nggallery id=12]

[1] See, for instance, Chapter 5 of *Intercultural Communication* (which is now available for [preview on Amazon](#), btw)

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