

KYRGYZ ETHNOGRAPHIC TERMS IN CONTEMPORARY PUBLIC ADVERTISING

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Abstract

The usage of the variety of the stylistic and lexical means makes the language of advertisements colourful, rich and bright. Language of advertising is been created with an aim to attract customers' attention and provoke them to the further actions. This paper covers the examples of the advertisements taken from the Kyrgyz language in order to demonstrate the structural traits of the advertising discourse; the analysis of the advertisements in Kyrgyz assist to reveal the main contextual notions represented in advertising. The paper hypothesis is that the advertisements in Kyrgyz can greatly influence the views of the ordinary people. The paper has been accompanied by the examples taken from the mass media sources functioning in Kyrgyzstan.

Keywords: *terms of advertisement; the Kyrgyz language; translation; commercial; structure.*

JEL Classification: M37, Z13

Introduction

Contemporary society may be characterized by the great number of social networks and digital achievements which makes the process of information

Issue 1/2022

exchange easy, fast and available. In the world of high technologies and virtual communication the advertisements play the significant role; in other words the advertisement is considered to be a main “weapon” of entrepreneurs and businessmen. Based on both the old and contemporary advertising texts the ads are to be short, expressive and contain catchy phrases. The real advertisement should be able to make a recipient see all the shapes and colours, motions and sounds, tastes and smells, emotions and feelings; and provide a recipient the maximum of reliable and useful information. The main component of the advertisement is a word, every word in its turn is supposed to be the linguistic unit expressing the definite meaning, thus selecting words in the process of advertisement making is delicate and reasonable activity.

What helps the advertising language to be so impressive and effective? If to consult dictionaries and see the definition of the word “advertisement” they give us the following: *a piece of information in a newspaper; on television, a picture on a wall, etc. that tries to persuade people to buy something, to interest them in a new job, etc.; something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement.* Thus, the advertisement makers try to use all the possible means in order to attract people’s attention and make the customer be interested in the advertised product or service.

If to mention about the types of the advertising means they can be divided into the following categories: a) billboards – usually huge outdoor advertising structures put in main roads or top of buildings; b) advertising slogans – professionally created expressions with an aim to draw people’s attention, *f.e. “Life Tastes Good” (Coca-Cola), “Think Different” (Apple)*; c) television commercials – advertising texts or clips broadcast on television. Nowadays all types of advertisement are considered to be widespread and productive in the modern business society. Sometimes the creations of advertisement makers become the places of sightseeing due to their originality and scope.

Literature Review

Nowadays it is impossible to succeed in business without the advertising means. According to the historical sources, the origin of the very first advertising billboard has deep roots in 1593 [Serdobintseva E.N., 2010], so we can say that the past generations also realized the importance and effectiveness of advertisements. In the process of revealing the structural characteristics of the advertising texts in Kyrgyz

the number of papers has been taken into consideration. The language of advertising can be composed of different language genres (colloquial, informal), the variety of language (slang words, jargons, dialects), different stylistic means of language (metaphor, epithet). “In advertising the effective way of imbibing the thought in the minds of viewer is to create a ‘hit catch-line’ which will be easily remembered” [Balaji Natkare, 2012]. In some cases the advertising text may be able to change the models of social behaviour and attract people’s attention to the most significant issues [Karadeniz, M., 2009, Yukina E.Y., 2017. Frolova. S., 2014]. Sometimes the creations of advertisement makers become the places of sightseeing due to their originality and scope [Presbrey, F. 2009].

In Kyrgyzstan the advertisement has been developing and rapidly increasing since our country gained its independence in 1991. If to compare the Kyrgyz language with the past twenty-year period we can observe the fact that the language of advertisement in Kyrgyz has been enriched and multiplied. This linguistic phenomenon can be considered as a good change in language development, since it can help the Kyrgyz language spread in our country. Along with the popularity a big set of semantic neologisms (words acquired new meanings) entered the Kyrgyz language, for instance, заманбап – contemporary, modern; саркеч - fashionable, brandy; санарип – digital; жарнама – ad; расмий – official; демөөрчү – sponsor; жүгүртмө саптар – tickers; колдонуучу – user; жарнама калкан – billboard; насыя – loan; чыпкалоо – filtering; кытырактар - crackers; маймылча – at (@); f.e. пайдалуу насыялар – profitable loans (Amanbank ad), for example:

Куюларда дагы бир жолу чыпкалоонун уникалдуу технологиясы – Unique technologies of new filtering (ad of “Тороз” beer brand);

Айымдардын жана мырзалардын саркеч кийимдери– Fashionable Cloth for Ladies and Gentlemen – usage of a new word *саркеч* advertisement of boutique Zahra;

Көбүрөөк даамдар, жаңы кытырактар – (“Кытырактар” crackers ad) – More Tastes – New Crackers.

Besides in the advertisement texts we have noticed number of borrowed words: хиджабдар – hijabs borrowed from Arabian, түрк хаммамы – borrowed from Turkish (Turkish bath), ачык түстүү сыра – Light Beer (ad of “Тороз” beer brand) – the word “сыра” borrowed from the Kazakh language. There are lots of common ethnographic terms that are used among Kyrgyz and Kazakh languages.

Issue 1/2022

Taking into account the fact that almost all advertisements in Kyrgyz are being translated from Russian and English, we should accept the fact that plenty of words enter the Kyrgyz language without any changes, for instance, the word *balance* – *Баланс түгөндүбү?* - ad made by Megacom mobile company to introduce calling service at zero balance; the word *portal* - an Internet site providing access or links to other sites – *Super KG порталы* – ad of a tabloid newspaper.

There is a great number of words used in the Kyrgyz advertisement language without changes, for instance, *смс* - *sms*, *роуминг* - *roaming*, *профиль* – *profile*, *опция* – *option*, *версия* – *version*, *блог* – *blog*, *VIP сауна*, *VIP мейманкана* – *VIP sauna*, *VIP hotel*, *бонус* - *bonus*, *сайт* - *site*, *смартфон* – *smartphone*, for example:

Сенин кыялыңдагы смартфон - Smartphone of your dream (Beeline U 8500 smartphone ad); *Баланс нөл болсо да чалыңыз* – Call at zero balance. Here we can also mention about the words which were partially changed while being transferred into Kyrgyz, for instance, *лимиттөө* - *limiting, limitation*, *номер* - *number (mobile phone)*, *тарифтелүү* - *tariffing*, *кредиттик* - *credit*, *корпоративдик* - *corporate*, *мобилдүү* – *mobile*, *конфиденциалдуулук* – *privacy*. This transference occurs directly by adding inflectional morphemes which do not change the meaning of the word:

Өз тарифтик планыңды түзүп ал – Make your own tariff; *Ийкемдүү тарифтер* - Flexible tariffs (ad of Megacom mobile company)

As the television still plays one of the dominant roles in human life there we have analyzed number of television commercials. In the list of our advertisements there are food products, products of pharmaceutical companies, mobile companies, airlines, cosmetic products and goods of daily consumption. The texts of the goods being advertised are laconic and precise by using strong and convincing ideas. In order to succeed in advertising process the advertisement makers use the number of phrases and word combinations from the figurative language, set phrases, proverbs and sayings, quotations, etc. Observing the advertisement texts we have noticed the saturation of both lexical (epithets, metaphors, oxymoron, personifications) and syntactical expressive means (repetition – anaphora, epiphora, participial phrases, interrogative sentences):

Чын жүрөктөн Алия уну – (ad of “Aliya” flour) - epithet «чын жүрөк» is used in Kyrgyz in order to underline the warmth and sincerity of intentions.

Асыл колдон асыл ун – (ad of “Eline” flour) - epithet «асыл» can be used for both human characteristics and objects’ features expressing superb, generous

qualities. The usage of anaphora makes the ad phrase more attractive and listenable. One more example of anaphora may be given in the following ad: «Семиз Козу» *сатып ал – семиз козу утуп ал* – advertisement of vodka «*Semiz Kozu*». In the next advertisements made by one of the famous political parties “Respublika” the epiphora has been used: *Шаар үчүн! Республика үчүн!* – For the sake of a City, for the sake of a Republic (Respublika) - billboard invoking the necessity of political party’s election results.

Жазылып коюп, жай оку – (“Alibi” newspaper ad) – Having subscribed, read in relaxed – usage of participle constructions shows the sequence of actions and effective results.

Сен бийге шыктуусуңбу? Сен бий менен жашайсыңбы? Сенин максатың бийлөөбү? – *Анда “S” Dance бий тобу* – Are you good at dancing? Are you obsessed with dancing? Is your aim dancing? If yes, welcome to “S” Dance - (“S” Dance dance group ad); *Үшүдүңбү? Жылынгың келеби?* – *Анда сууктан сактай турган «Бозо Шоро» ич* – Are you cold? Want get warm? Drink “Bozo Shoro” - (ad of “Shoro” Company) – the usage of question forms arouse the readers’ interest and draws his attention.

Мегаком. Жөнөкөй татаалдыктар Сиздер менен!- Megacom. Simple Trifles (ad of Megacom mobile company) – oxymoron creates the original image of the advertisement text (7, 15).

Тез, так жана кызыктуу – Fast, Precise and Interesting - the advertisement text of a news portal Kabar Ordo, the usage of series of parallel word units makes the text colourful and rich pointing out the bright characteristics. One more example here is an advertisement of the charity fund on TV where they put nouns in one structure line – *Сүйүү, ишенимдүүлүк, камкордуулук* – Love, Trust, Protection.

Кыймыл-аракеттин эркиндиги – Freedom of Motion (ad of warming ointment Voltaren, television commercial) – the usage of metaphor gives the text more expressive and vivid shadows. In the following examples we may observe the brightness of metaphors:

Кыялыңдын канаты – (Kyrgyzstan Air Company ad) – Wings of Your Dream.

7 fv.kg Окуялардын туу чокусунда – (ad of a news site 7 fv.kg site) – On the Top of Events.

Air Bishkek – Сиздин максатка учалы - (Air Bishkek company ad) – Let’s Fly to Your Dream.

Жалпы Кыргызстандын кучагында - (“Min Kiyal” Radio ad) – In the Arms of Kyrgyzstan.

Issue 1/2022

Темирден бекем (6) – (“Aravan” cement plant ad) - Stronger than Iron.

Учуу – ар бир адамдын укугу – (“Pegasus” Airlines ad) – giving the brief and emphatic definitions makes the advertisement idea complete and impressive.

Ар бир кадамыңызда – жеңилдик - Lightness in every step (“Lion” shoes store ad); Айкөл Ордо – салттуу тойлордун чордону (Aikol Ordo restaurant ad) - Aikol Ordo is the center of traditional ceremonies; Биз үчүн эң чоң сыйлык – бул кардарлардын ишеними (Demir International Bank ad) – Our Customers’ Trust is Our Biggest Award;

Түркүн тандоо – ыңгайлуу баа – Great Choice – Profitable Prices - (“Lion” shoes store ad);

Дандын күч-кубаты – жаңы бөтөлкөдө – Grain Power is in a New Bottle (ad of “Shoro” Company).

Жаркын жакта жаша – Live on Bright Side - the usage of alliteration makes the advertisement sound more conformable (ad of Beeline mobile company, television commercial):

«Дем» дем ала баштады – “Breath started to breathe” (the advertisement of opening of a new site) – the usage of interesting personification makes the ad more readable.

As we mentioned above the advertisement text is to have rich and meaningful content in order to achieve the success, so in most of advertisement texts they pay attention to the auditory and articulatory peculiarities in other words usage of rhymes:

Жазда, кышта – ар дайым, витаминдер дап-дайын (“Golden Sun” Juices ad) – Vitamins all the year round.

Аракты ташта, жаңы жашоо башта (“Koprinus” anti-alcohol mushroom ad) – Quit Drinking – Start a New Life.

«Курултай» сатып ал, тайыңды утуп ал (“Kurultay” cognac ad) – Buy “Kurultay” and Win the Prize.

Арзу – ар дайым даамдуу (“Arzu” restaurant chain ad) – Arzu is Always Delicious.

The Kyrgyz language is known to have plenty of proverbs and saying with deep meaning, therefore the ad makers are tend to use those proverbs and saying in their advertisements:

Кыштын кыштай, кыздын кыздай болгону жакшы (“Min Kiyal” Radio ad) – the idea of the proverb tells that it is desirable that everything and everybody must be in their right places and on time.

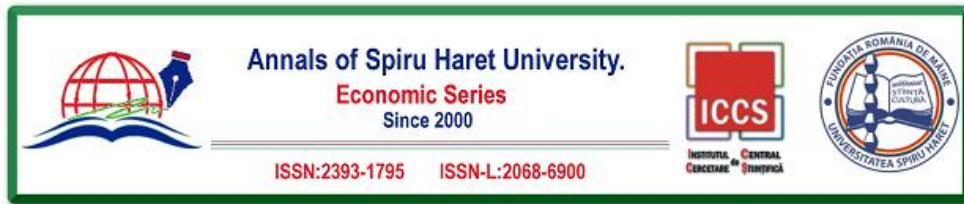
Conclusion

The advertisement language has become a principal branch of linguistics with its peculiar characteristics and original structure. As in every other language the Kyrgyz language is not exception to the rule; with the help of advertisement texts our native language becomes wider and larger. Thus, an advertisement text created with the help of a verbal, audial and visual means serves as a main weapon of people's communication and cooperation. The collapse of the Soviet Union and starting a new independent life has also influenced the development and increase of the contemporary Kyrgyz language of advertisement. Having analyzed the examples taken from television sources, Internet sites and newspapers, we can say that the language of Kyrgyz advertisement is still young and green; we do hope that the quality of Kyrgyz advertisements will improve and achieve a high level. Unfortunately, as we mentioned before 90 % of all advertisements are being translated from the Russian and English languages and in the process of translation in some cases the main idea may be lost. So, we do wish that in future the Kyrgyz language of advertising will be more vivid, eloquent and effective.

Summing up our paper we would like to say that in these latter days advertisements are everywhere. As every public phenomenon it has also its advantages and disadvantages – if manufacturers have a sharp necessity in advertisements at the same time ordinary consumers are fed up with ads. As a conclusive sentence we decided to quote a line from one article – *“These days, instead of relying on the simple goodness of lemonade and children's laughter, ads have taken a decidedly more provocative turn. They (ads) cater to your physical senses and bend your mind to what is possible”*.

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Issue 1/2022

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