

THE LANGUAGE OF ADVERTISEMENT AND CREOLIZATION OF THE KYRGYZ LANGUAGE

ЯЗЫК РЕКЛАМЫ И КРЕОЛИЗАЦИИ КЫРГЫЗСКОГО ЯЗЫКА

Аннотациясы: Жарнаманын тили адамга жана адамдын кыймыл аракетине абдаан таасирин тийгизет, бул нерсени маркетингтен жана жарнаманын өзүнөн көрө алабыз. Бир билдирүүнү адамзатка конкретүү таасирлүү берүү үчүн тил тандоо керек. Визуалдык контент жана дизайн жарнамада эң негизги ролду ойнойт жана керектөөчүгө өз таасирин тийгизет, бирок продукцияны идентификациялоодо жана элге жеткирүүдө тилдин мааниси чоң.

Ааламдашуу учурунда тилөө адамдардын оротсундагы коммуникациянын же карым катнышты жасоонун эң негизги куралы катары кызмат кылат. Бул макалада биз төмөнкүлөргө көңүл бурдук:

- эки тилдүү адамга жарнаманын тийгизген таасири;
- ала адамдын ой жүгүртүүсүн кандайча өзгөртөт?
- Бир эле билдирүүнүн башкача ассоциацияланышы тилдердин өзгөрүшүнө байланыштуубу? Негизги маселе? Жарнамачылар тилди стратегиялык бөлүк катары колдоно алабы? Эки тилдүү адамдардын ой жүгүртүүсүнө таасир бере алабы?

Макала кз ичине жогорудагы нерселерди иликтөөнү максат кылат

Негизги сөздөр: жарнама тил, котормо, креолизация, социо-семиотикалык талдоо

Аннотация: Язык имеет мощное влияние на людей и на их поведения. Это особенно очевидно в области маркетинга и рекламы. Чтобы передать конкретное сообщение с целью влияния на людей жизненно важным является выбор языка, . Визуальный контент и дизайн в рекламе имеют очень большое влияние на потребителя, но именно язык помогает людям идентифицировать продукт и запомнить его. При глобализации язык становится одним из наиболее необходимым инструментом общения между людьми, а торговля помогает увеличить территорию для использования того или иного языка. В данной статье рассматривается вопрос: влияет ли выбор языка в рекламе на билингов, на тип мыслей у них в ответ на рекламу. Другими словами, для билинга, может ли одно и тоже самое сообщение в зависимости от различных ассоциаций, зависит от языка, в котором реклама представлена? Основной вопрос в том, смогут ли рекламодатели использовать язык исполнения в качестве стратегической величины, с которой возможно генерировать определенные типы ассоциаций, которые могут способствовать убеждениям. Считается, что этот вопрос рассматривается больше с точки зрения социального познания. В качестве гипотезы можно отметить, что если реклама на родном языке, легче выявить самостоятельно-референтные мысли о семье, друзьях, дома или о родине, которая в свою очередь, может привести к более позитивным мерам отношения и поведенческие намерения, а эффекты воздерживаются в контексте потребления, представленной в рекламе

Ключевые слова: язык рекламы, перевод, креолизация, социо-семиотический подход

Abstract: Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. In the time of globalization language becomes as one of the most necessary tool of communication between people and the trade helps to enlarge the territory for the usage of one or another language. This article considers whether the choice of language in advertising to bilinguals influences the types of thoughts they have in response to an advertisement. In other words, for a bilingual, can the exact same selling message cue different associations depending on the language in which it is presented? The underlying issue is whether advertisers can use language of execution as a strategic variable with which

to generate certain types of associations that may facilitate persuasion. It is considered that this issue from a social cognition perspective. As a hypothesis it can be noted that a native-language advertisement is more likely to elicit self-referent thoughts about family, friends, home, or homeland, which in turn may lead to more positive attitude measures and behavioral intentions, and the effects are moderated by the consumption context presented in the advertisement.

Key words: *language of advertisement, translation, creolization, socio-semiotic approach*

Last two or three decades, developments in the fields of grammar, general and contrastive linguistics, semantics, information theory, anthropology, semiotics, psychology, and discourse analysis etc. have exerted great influence on general translation theory, enabling the discipline to broaden the areas of investigation and to offer fresh insights into the concept of correspondence or transference between linguistic and cultural systems. The traditionally much debated dichotomy between literal and free translation has been replaced by various linguistically informed modern distinctions, like Nida's "formal" versus "dynamic" [1] correspondence, Catford's "formal correspondence" [2] versus "textual equivalence," or Newmark's "semantic" [3] as opposed to "communicative" translation.

In connection with the development of different fields of language we can say about the changes which are brought the usage of advertisements and their translation into our everyday usage of language. So this article is a trial to attract the attention of this conference's participants to the translation of advertisement from English and other languages into Kyrgyz and how our native language starts to be creolized when some words in the chosen advertisements are not translated but starting to be used as it is in the language where was an advertisement created.

Kyrgyz advertisement and English advertisement, which are not only written in different languages, but also represent different cultures, differ greatly in terms of linguistic, literary and cultural-social conventions. We shall not only pay special attention to certain peculiar ways in which language generates aesthetic effects in Kyrgyz and to the methods used by translators to achieve expressive identity in English but also give insights concerning the cultural-social values in translation of an advertisement. However, both literary-stylistic and linguistic approaches have failed to recognize the nature of advertisement translation. At present the best approach to studying translation of advertisement is the sociosemiotic approach, which has been found to address all aspects of advertisement translation. This paper intends to

discuss the necessity of introducing the sociosemiotic approach to translation of advertisement.

What is the sociosemiotic approach? Eugene A. Nida, a famous American translator of the Bible, is well known for his works in semantic structure and translation theory. His comments on sociosemiotics are quite positive and throw some light on the nature of the sociosemiotic approach: "Perhaps the most pervasive and crucial contribution to understanding the translation process is to be found in sociosemiotics, the discipline that treats all systems of signs used by human societies. The great advantage of semiotics over other approaches to interlingual communication is that it deals with all types of signs and codes, especially with language as the most comprehensive and complex of all systems of signs employed by humans. No holistic approach to translating can exclude semiotics as a fundamental discipline in encoding and decoding signs." [4] (Nida, 1993). The sociosemiotic approach helps one understand better not only the meanings of words, sentences and discourse structures, but also the symbolic nature of distinguishing between designative and associative meanings. It also emphasizes the fact that everything about a message carries meaning. Halliday emphasizes the unity of the text (language), context (linguistic or non-linguistic), and social structure and advocates that language is a unique system of signs with a social function, capable of expressing the meaning of all the other sign systems.

Kyrgyzstan is considered as a bilingual country and all papers at present are being published in both of the languages Kyrgyz and Russian. But from everyday practice we can notice that most of the urbanized population of Kyrgyzstan use more than two languages, and nowadays it is the usage of the English language, as it became the most common language in a globalized world. English is becoming the most widely used language not only on internet, mass media, but even in everyday usage thanks to advertisement. When targeting bilingual consumers, advertisers have a choice to advertise in a bilingual's native language or in the country's

dominant language.

But we can see that in most of the cases the traders do not translate some advertisements or use the foreign words which are not known for most part of population and those who knows those words they are starting to use, and weather those who does not know want or not they also starting to use foreign words and the language of those people becomes a creolized one. From the everyday speech of young people you can hear the following:

F.e:

1. **Мага да бир Бургер** биг можешь взять!-- Can you get me Big Burger also.

2. **Интернеттен мага Гуччи же Валентинонун жаны сумка модельдерин** даунлоуд сделай.-- Can you download the new models of Gucci or Valentino bags!

Here you can see the sentence in which three languages are being used, so we can say that the Kyrgyz language is being creolized by the usage of foreign words. And at present it is becoming as a nor of speech among youth and even a little bit older people too

One way in which advertisers adapt language to their own use is to take compound words and use them as adjectives. These compounds often later become widely used in normal situations. Examples of these compounds which have become part of the English language are: *top-quality*, *economy-size*, *chocolate-flavoured*, *feather-light* and *longer-lasting*.

In the Kyrgyz Language we can notice the following phrases which are creolizing our speech:

F.e: 1. Maybe she's born with it, Maybe it's Maybelline

Все в восторге от тебя, А ты – от «Мэйбеллин»

Баарын сен таңгалдыртсанг. А сени болсо «Мэйбеллин» (Newspaper ad)

2. **Супер** унаа издесең – Бизден гана табасың «Тойота центр» Бишкек.(billboard)

3. Wiskie «Johny Walker» – taste life -«Джони Уокерменен» жашоонун даамын тат.(billboard)

The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always be “correct” language in the normal sense. For example, comparatives are often used when no real comparison

is made. An advertisement for a detergent may say “It gets clothes whiter”, but whiter than what?

To ADVERTISE is – to *pay for an advertisement with the intention of reaching new or existing customers for a product or service.*[3]

ADVERTISEMENT – *is paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. An integral part of marketing, advertisements are public notices designed to inform and motivate. Their objective is to change the thinking pattern (orbuying behavior) of the recipient, so that he or she is persuaded to take the action desired by the advertiser. When aired on radio or television, an advertisement is called a commercial. According to the Canadian-US advertising pioneer, John E. Kennedy (1864-1928), an advertisement is “salesmanship in print.”*[4]

In contrast to the western concept of advertising, the local understanding of advertising is wider- it includes exhibition events, business seminars, packaging, printed materials, distribution of gifts and other means to promote trade activities. The role of advertising is to remind people about the new product and to persuade them to buy their product. For example on TV, radio and internet we can find different ways of advertising Pepsi Cola or Coca Cola.

F.E:

Ask For More — Бери от жизни все (Pepsi) – Бул жашоодн баарын ал!

Have a break, have a Kit-Kat! — Есть перерыв, есть Кит-кат! (Kit-Kat) . – Убактың болсо Кит Кат жэ!

Barkhudarov L.S in his “Language and translation” gave the following definition for **Advertising** – this is the type of activity or produced in its resulting product, the aim of which is an implementation of marketing or other purposes of industries, service companies and public organizations through the dissemination of information to their paid formed so as to provide increased exposure to mass or individual consciousness, causing a given reaction selected consumer audience.[5]

A feature of the social realities of modernity becomes an increasing role of popular culture in general and advertising in particular, and the impact of these phenomena on the formation of mass and individual consciousness. Regardless of human desire or unwillingness phenomenon advertising

aggressively penetrate the private and public life and is an objective and unavoidable reality. Modern man as a consumer finds himself involved in an advertising environment and must constantly come into contact with it. The study of such a multi-dimensional phenomenon, as advertising relevant, because it allows you to deeply investigate the causes, methods and ways of influencing a promotional product to the consumer, as well as to maximize the effectiveness of this action.

Advertising is a special kind of message, which is unique due to the fact that it combines three structural components: verbal text, visuals and sound. As one of the functional tools of the economic process, the advertising message has a huge psychological impact on society and its individual members.

Advertising has an impact on people's behavior, creating a certain lifestyle. It enshrines in the consumer's mind a set of values, ideals, attitudes and preferences, and thus provides the regulatory impact on the lives of different social groups.

Today, advertising as an object of study has a powerful magnet. Economists, sociologists, psychologists, historians, linguists consider advertising "their" subject of study, subject to further research that highlights the complexity and diversity of advertising as a phenomenon, located at the intersection of several disciplines.

The aim of this article is intended to broaden and deepen students' knowledge in a field related to the functioning of advertising as a landmark, social and aesthetic phenomenon and translation of the advertisements.

Semiotics – the science of signs, which is the fundamental base for exploring all aspects of advertising, since the landmark nature of any advertisement is not in doubt. The study of such basic concepts of semiotics as text, sign interpretation, character, and so on, serve as preparation for the competent copywriter, and for an adequate reading of the finished product advertising.

Semiotics working with the advertising text, is closely related to the aesthetic component of

advertising. Since the aesthetic function is introduced into advertising through its symbolic function, so semiotics and aesthetics in this case are inextricably linked as two sides of the same phenomenon. In other words, semiotic component covers a wide area of our operations, and we constantly use its properties and terminology, often without realizing that it relates to a special science called semiotics. The definition of semiotics in general terms can be given as follows: semiotics – the science of signs and sign systems, which analyzes the nature, properties and functions of signs classifies sign indicating the way of their development.

In the life of all living beings – both man and animals – the signs are very important, they are based all human activity, and many forms of animal behavior. That is why many sciences deal with characters – these are linguistics, psychology and mathematics and cybernetics, and so on. For example, linguistics deals with the natural signs of national languages, psychology explores the development of iconic situations in ontogenesis (in child development), signs in math function as abstract entities, and so on.

A sign function in the modern world of advertising associated with the establishment of effective promotional activities and its impact on the consumer. However, none of these and other areas not covered overall, holistic problem sign in abstraction from its specific characteristic of this science properties.

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