

## CRITICAL ANALYSIS OF THE ENGLISH LANGUAGE USAGE IN TURKISH ADVERTISEMENTS: HAKAN PLASTİK

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### ABSTRACT

This study aims to investigate the reasons and effects of English language preference in commercials and advertisements (ads) in the Turkish advertising market. The proposed research questions seek the answer(s) to the effect(s) of English language in advertisements; how advertisers play with words to emphasize the effect of their advertisements; the reasons why advertisers use English as a second language in their works. Some concerns about why English in Turkish language, as well as, ads provoke anxiety among some scholars are highlighted. The researchers classified the encountered usage of English in the Turkish commercials and ads in terms of: a) phonological similarities; b) whole sentences, phrases or terms embedded into Turkish sentences, c) blending and neologisms. Although consumers are Turkish, advertisers choose English phrases and statements in order to draw the attention of the consumers. A Turkish commercial, 'Hakan Plastik' is chosen as a sample and analyzed to evaluate the usage of English in Turkish context more vividly. As a result, creating mixed and incorrect sentences in the target language will not enable learners to make them understood in the target context. Although the aim is to create a comic effect it is distorting both of the languages and causing a negative outcome and teaching incorrect syntax. Hence, it is thought that such commercials might do a lot of harm on the native language as well as the culture.

**Keywords:** English language, Language of advertisements, Effects of English usage in Turkish

## TÜRK REKLAMLARINDA İNGİLİZCE KULLANIMINA ELEŞTİREL BİR BAKIŞ: HAKAN PLASTİK

### ÖZ

Bu çalışmanın amacı Türk reklam pazarındaki reklamlarda İngilizce kullanımın nedenlerini ortaya koymaktır. Araştırma soruları, reklamlarda yer alan İngiliz dilinin etkisine cevap aramaktır; reklamcıların reklamlarının etkisini vurgulamak için kelimelerle nasıl oynadıkları ve İngilizceyi ikinci dil olarak kullanma nedenleri üzerinde durulmaktadır. Son yıllarda Türk reklamlarında İngilizce kullanımına karşı duyulan endişelere örneklerle yer verilmektedir. Tüketiciler Türk olmasına rağmen, reklamcılar dikkat çekmek için İngilizce ifadeler ve cümleler kullanmayı tercih etmekte ve bu durumun Türk dili üzerinde yarattığı olumsuz etkileri dilbilimciler nezdinde endişe yaratmaktadır. Araştırmacılar, çalışmada önce kaynak olarak seçilen Türk reklamlarında karşılaşılan İngilizce kullanımları (a) fonolojik benzerlikler; (b) Türkçe cümlelere kaynaştırılmış tümce, cümle ve terimler, (c) harmanlama ve neolojizm olarak sınıflandırır. Sonrasında, örneklem olarak seçilen 'Hakan Plastik' reklamında neden İngilizce konuşulup Türkçenin alt yazı olarak verildiği analiz edilip irdelendi. Çalışmada, Türkiye'de reklamcılık sektöründe İngilizcenin tercih edilen bir dil olarak hem Türk diline, hem de İngiliz dili öğrenimine olumsuz etkide bulunduğu anlaşılmaktadır. Anadilde ve hedef dile karışık ve yanlış cümleler oluşturmak, tüketicinin kafasını karıştırıp dili anlamamasına neden olacaktır. Türkçe reklamlarda İngilizce kullanımı mizahi bir etki yaratmak amacıyla yapılmış olsa da, her iki dilin dil yapısını çarpıtarak kullanmak, yanlış sözdizimi yaratılmasına ve bu şekilde öğrenilmesine yol açacaktır. Dolayısıyla, bu tür reklamların ana dile olduğu kadar kültüre de zarar vereceği düşünülmektedir.

**Anahtar Kelimeler:** İngiliz dili, Reklam dili, İngilizce kullanımının Türk diline etkileri

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## INTRODUCTION

It is undeniable that verbal advertising has a huge impact on consumers. Language widely used in advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings and actions (Burnett & Moriarty & Wells, 2006). Most advertising tries to persuade or influence the consumer to buy the product, although in some cases the point of the message is simply to inform consumers and create awareness of the product or company (Mackay and Wilmshurst, 2000; Özünlü, 2007). The message is conveyed through many different kinds of mass media which are largely non-personal (Grey, 2007). “Advertising is a paid persuasive communication that uses non-personal mass media, as well as other forms of interactive communication to reach broad audiences” (Burnett, Moriarty and Wells, 2006: 5). To arouse consumers’ interests advertisers make use of various skills and strategies. In Turkey, one of those strategies is the usage of English, which is seen as an issue of degeneration of Turkish (Heçilingirler, 2000). In this study, while putting the issue of English usage in Turkish ads and commercials in context, integrating English terms, phrases, and statements into the Turkish language will be introduced in various aspects. First, the function of commercials and ads will briefly be explained by giving sample authentic phrases so that the reader deduces ideas about how language affects advertising. Secondly, the global usage of English will be introduced with its aspects. Thirdly, with the medium of English as a second language in the Turkish advertising sector, the focus will shift to complete English usage in the Turkish context. Lastly, possible negative effects will be discussed with a critical approach. Turkish ads and advertisements retrieved from YouTube video channels to collect the usage of English in the Turkish context will be analyzed in detail. The English words encountered will be classified according to their forms and patterns in four formats. Then, because the commercial “Hakan Plastik” was filmed in English with Turkish subtitles, it is decided to deeper examine this commercial to find out and discuss the underlying reasons. The researchers try to find out the possible reasons for using English in Turkish ads and commercials via the following questions:

- (1) What type of English words, forms and patterns do advertisers use in their ads;
- (2) How do advertisers play with words in their ads;
- (3) What are the possible reasons for advertisers for using English as a second language in their ads?

### How Language Effects Advertising

Emphasize the importance of language in advertisements is stated by Jones (1999: 230): as follows “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. However, it is language that helps people to identify a product. There are four types of advertisements in which words are crucial according to Wells, Moriarty, and Burnett (2006: 5-10). First, if the message is complicated, words can be more specific than visuals and can be read over and over, until the meaning is clear. Second, if the advertisement is meant for a high involvement product, it means that the consumer spends a lot of time considering it. Hence, providing more verbal information would be more effective and better. Third, if there is information that needs an explanation, then it is better to deliver this through definitions and words. Finally, if a message tries to convey abstract qualities, such as justice and quality, words tend to communicate these concepts more easily than pictures.

Words are powerful tools in advertising and advertisers consider the emotive and connotative power of the words they use. They make decisions about what to communicate and what to withhold. One way in which advertisers adapt language to their use is to take a foreign language, here English, and make use of it instead of the native Turkish language.

### **The Global Usage of English**

English is referred to as a global language since it is so widely spoken and throughout the world, approximately 1.5 billion people are speaking English (Lyons 2017). This number will increase in the upcoming years. Although it is not an official language in many countries, it is currently taught as a second and foreign language all around the world. A lot of English books, newspapers and magazines are available in many countries around the world. Also, it is the prominent international language in communication, science, business, entertainment, and diplomacy, as well as the internet. Ilgın (1999: 19) states “One of the reasons using foreign terms in ads is to create a western image and give the impression that the product is universally accepted. The purpose of using a sentence in a foreign language is not to understand but to emphasize foreignness and to introduce the international character in a short way.”

English being a global language is taught at basic schools from grade two onwards in Turkey, as seen in the latest curriculum designed by the Turkish National Education Ministry in 2018 as a mandatory foreign language (MEB 2018: 3). In some national schools and the majority of the private schools and colleges, it is aimed to teach English as a second language since their medium of education is English.

### **The Medium of English as a Second Language in the Turkish Advertising Sector**

In the process of interaction with other cultures, it is inevitable for a nation’s language and culture to change. As aforementioned, English dominates on other languages and Turkish is one of those languages. It is also preferred over Turkish in the mass media, journalism, advertising, as well as politics. Therefore, today, it is very normal to come across the usage of English phrases in newspapers, on televisions, in radio programs, in daily speeches, on shop windows, and product names. Although most of the public do not know the meaning of these foreign words, they become accustomed to them and they begin to use these words in their daily speeches too (Yücel, 2016. 144).

Başaran (1989:3) emphasizes that politicians say ‘globalleşme’ instead of ‘küreselleşme’, ‘entegrasyon’ instead of ‘kaynaştırma’, ‘konsorsiyum’ instead of ‘birlik’, and some journalists use these words for the headlines of their newspapers. Accordingly, they use foreign words as if they regard Turkish people bilingual. To be understood is not important for them, they use these words but they do not bother whether people will understand them, or not. To make their speeches and phrases sound intellectual and interesting, they use these foreign words.

The usage of the English language on televisions and radios has negative effect on the Turkish language (Soysal, 1983: 15) . He gives some examples from radio and television program announcers who use ‘er-a-pozitif’ for ‘blood groups’, or ‘in-out’ for fashion talks. Dündar (1988) claims that whenever TV or radio speakers use English words instead of Turkish they make minds confused, and are not respectful to the Turkish language. Hepçilingirler (2000: 34) gives an example from a shampoo advertisement in her book *Türkçe Off*. The global slogan for the shampoo brand *Rejoice* is “Wash and Go”. She states that the intention of using an English statement is to attract the consumer, since the advertiser thinks that English words, phrases and language will make their product look good quality, but in reality, the local consumer does not understand what it means.

Using English as the medium of instruction in primary schools is a dangerous medium for Sinanoğlu (2003) and consequently, he warns people not to sacrifice the Turkish language. Education given in schools is very important for the students, as they use what they have learned in their lives. Thus, teaching all subjects in English is inappropriate and unnecessary since students are going to use and practice this knowledge in their daily lives in the Turkish context.

English words are also seen both in correspondence and in Turkish films and serials. According to Hepçilingirler (2000: 37), people who have been educated in English at high schools and universities use English in their letters to show off. To exemplify, they start letters with addressing “*first of all* merhaba”

instead of “öncelikle merhaba”, and continue again in English as “diğer sistemlere *transfer de possible*”. Recently in films and TV serials, we can hear “*see you*” instead of “görüşürüz”, “*how are you*” instead of “nasılsın”, “*thank you*” instead of “teşekkür ederim”, and “*bye bye*” instead of “hoşçakal”, and so on. Then, Eczacıbaşı (2016) argues that these ill-blended sentences and phrases have become very common in daily speech especially in Istanbul among the white-collar workers and they damage the Turkish language. He calls it “made up” language (uydurukça). To prevent it, he has forbidden the usage of foreign words within Turkish sentences and fines his employees using this kind of ill-formed language by having them donate ten Turkish liras for each ill-formed word to a social fund. Additionally, either to draw attention or to look up-to-date, a lot of shop owners in Turkey give English names to their shops. Dündar (1988; 78) claims: “Owners of the shops use English words only to draw attention to their goods”. He gives an example from a shop window “*Body Form Fitness*” and criticizes the owners negatively by stating that there are Turkish equivalents for these words: so they can use “vücut şekillendirme merkezi” instead. Sinanoğlu (2003; 57) also refers to these shop names and says “When I look around, everywhere is full of English phrases, such as “*Rahat shoes*”, “*Dilber Giyim Fashions*”, “*Sultan Ahmet Leather*”, “*Center Shops*”, and so on.

## RESEARCH METHOD AND QUESTIONS

Since advertising is one of the components of our daily life, usage of foreign words permanently affects the daily language and culture as well. The researchers tried to examine and interpret the English language used in Turkish ads and commercials and its effect(s) on the Turkish language. Turkish advertisements were reviewed for a week on the YouTube video channel to collect the usage of English words. The English words encountered were classified according to their forms and patterns in four formats. Then, detecting that the commercial “Hakan Plastik” was filmed in English with Turkish subtitles, it was decided to deeper examine this commercial to find out the possible underlying reason.

The aim of this study is to investigate the reasons and effects of English language preference in commercials and advertisements (ads) in the Turkish advertising market. The researchers try to interpret the possible reasons for the following questions:

- What type of English words, forms and patterns do advertisers use in their ads;
- How do advertisers play with words in their ads;
- What are the possible reasons for why advertisers use English as a second language in their ads?

## Data Collection

To collect data for two weeks 31 Turkish commercials were selected from YouTube which contained English words phrases or statements to select the English usage. The researchers classified encountered usages of English in Turkish commercials and ads in the following ways: a) phonological similarities; b) whole sentences, phrases or terms embedded into Turkish sentences, c) blending and neologisms. The Commercial ‘Hakan Plastik’ which was filmed in English with Turkish subtitles was chosen as the main study material.

## Phonological Similarities in Advertisements

When advertisements are examined according to their phonological levels we come across some words which are pronounced by the advertisers according to the rules of English phonology. In the following examples highlighted by Gönel (2007:1) you can see some advertisements which use “English phonetics”:

1- “Nerede oturuyorsun?” – “*Miami'de*”.

2- Honda Jazz: “Bununla hayata renk katjazz”; Honda. *The power of Dreams*. Mutluluğu buljazz!; Bu yaz keyif yapjazz.

In the example of the couch advertisement/commercial, the speaker pronounces “Miami” according to the rules of English phonetics /my-am-ee/. In the latter one, the name of the car brand is ‘jazz’ but here it is used in the place of a Turkish suffix /caz/ which has a similar pronunciation with the English word ‘Jazz’. Actually the meaning is not similar.

### Whole English Statements and Phrases in Turkish Advertisements

Some advertisements are examined according to their syntax and it is seen that at the syntactic level some English sentences are either preceding or succeeding Turkish sentences. In the following examples it can be seen (Gönel, 2007):

- 1- Gülümseten indirim: *There's no better way to fly!* Lufthansa (The sale that lets you smile)
- 2- Citibank. *Your Citi never sleeps.*
- 3- Voit. *First in home fitness.* Yaza formda girin. (Start summer fit)
- 4- Philips. *Philishave cool skin.* Yeni! Kremi içinde! Islak traş! (New! Gel-lubricated! Wet Shave.)
- 5- *Pepsi- we will rock you.* Daha fazlasını iste! (Ask for more!)

When we examine advertisements according to their morphology we see that a lot of new words are added to Turkish by borrowings from English. In the following examples we can see some adjectives, adverbs and names of products borrowed from English appearing in Turkish commercials (Gönel, 2007: 2):

- 1- Gerçek göz yakmayan şampuan *Johnson's Baby.* (true tear-free shampoo)
- 2- *American Siding* anlatılmaz, kaplanır. (is not described but covered)
- 3- *Magnum Classic* aklımı başımdan alır. (blows my mind)
- 4- *Non-stop* kasko. Ray Sigorta. (Non-stop insurance)
- 5- Metro FM *nonstop music.*
- 6- Formula 1 heyecanı için artık Aria'dan *start* alabilirsiniz. (You can start with Aria for Formula 1 excitement)
- 7- Avrupa kupasında tek *Turkish star:* Cola Turca. (The only Turkish star in the European Cup)
- 8- *Exclusive* aşk. Anneler Gününüz kutlu olsun. Hisar. (*Exclusive* Love- Happy mother's day)
- 9- *Palmolive Aroma Therapy Sensual* Duş Jeli. Duygularınızı harekete geçirin. (Aroma Therapy Sensual Shower Gel. Stimulate your emotions.)
- 10- One, two, *triplex.* Kakao, fındık, gofret. (Cocoa, hazelnut, wafer)

The English words are embedded into the Turkish statements and phrases as if they belong to the syntax of Turkish, whereas they actually do not.

### Blending and Verbal Neologism of English Words in Turkish

As a result of economic, technological and cultural developments new terms emerge. Along with various factors such as interaction with different cultures, new terms are needed to express these new concepts within a language. These new terms first enter the speech of that language through methods such as derivation and adaptation. This method is called as neology formed by the combination of the Greek words *neos* (new) and *logos* (word). The new words entering the speech of a language are rather recent or isolated terms, words, or phrases that may be in the process of entering common use, but not yet fully accepted into the mainstream of the native language and thus are initially used in utterances, just like in the examples below.

In some ads and commercials, words were formed by blending the two languages. One part of the word is English and the other part is in Turkish just like in the following examples:

1. Mega-indirim (mega-discount)
2. Ultra-küçük (ultra-small)
3. Süper-güç (super-power)
4. Micro-etkenler (micro-effects)
5. cepshop (pocket-shop)

Some brand names have rendered nouns into Turkish verbs by blending the English noun with Turkish verb forming suffixes. Within years consumers have adopted these types of blending and started to use them as well in daily speech:

1. Vernel. *Vernelleyn* yumuşacık olsun. (Use Vernel to soften it.)
2. Ace. *Aceleyn* tertemiz olsun. (Use Ace to purify)
3. Cif. *Cifleyin* temizliği hissetin. (Use Cif to feel the cleanliness)
4. Crax. Eğlenceyi sonuna kadar *craxla!* (Crax the fun to the fullest!)
5. Klorak. “Biz *Kloraklarız* . Hijyenin ve kar gibi beyazlığın 50 yıldır Ege’de bir adı var Klorak”.  
(We Clorox. Klorak has a name in the Aegean for 50 years like hygiene and snow-like whiteness.)
6. Fotoşop. Fotoğraflarınız *fotoşoplanır*.

Photoshop which is a computer software program has been adapted to Turkish as ‘fotoşop’ and verbalized as ‘fotoşopla’.

As stated above, the consumer has verbalized this brand name slogan coined by the company. The *Eti* brand launched a new pretzel under the name ‘Crax’. An example of a brand that appears in the advertising slogan of this stick cracker ([www.etietieti.com](http://www.etietieti.com)). The American brand Clorox is first used as the name ‘Clorak’ and then it is used and is widely used among the people in the Aegean region ([http://www.klorak.com.tr/tr/sirket\\_profil](http://www.klorak.com.tr/tr/sirket_profil)).

Brands must constantly produce new slogans and advertisements to be permanent in the market. That is why brand slogans are often chosen from dynamic phrases, which are knitted with word games, rhyme and easy to remember words to encourage the consumer to buy the product. More, to provide this dynamism and to direct the consumer to the buying behavior, brands have been trying to verbalize the slogans to attract attention.

Linguists express neologism with different definitions. The Turkish linguist Günay Karaağaç (2013: 866) notes the following for ‘neologism’ in his work entitled *Dictionary of Lexicology Terms* under the item of ‘innovation’: “It is one of the wrong usages of language that push communication to the second position. It shows itself in two ways: (1). The use of new and uncommon words that have not gained legacy or using existing words in different ways that are not frequently used. (2). The usage of language, taking advantage of a language’s roots and suffixes, by looking at the structure in that language’s existing and extinct words, or by taking words and structures from the dialects and accents.” Karaağaç regards neologisms as one of the wrong language usages and states that neologisms are formed by making use of the language’s attachments and roots.

### **The Results of Using English Words in Turkish Context**

There are a lot of disadvantages of using English instead of their equivalences. According to Kongar (1999) Turkish people are losing their language and culture and they act indecisively between cultures: their own culture and the culture of a foreign nation whose language they have begun to accept as theirs. Because of this, it can be seen that generations cannot understand each other and find common solutions to their problems. So, this usage results in disagreements between people. Sinanoğlu (2003) fears that the Turkish language will lose its vitality and richness when people continue to speak English and this will erase it from history in the long term.

Additionally, Sevgi (2003: 83) emphasizes that if English continues to be used like that, then it will result in a great loss in Turkish cultural values and language. He says “there will be a decrease in the value of Turkish language and culture in the following years. Imitating western culture endangers the future of Turkish language”. Kaplan (1998) mentions that Turkish people will lose not only Turkish but also everything, as language contains all the features and values of a nation. Banarlı (1998) agrees with Kaplan in this idea by defining this loss as a new invasion. However, Yücel (2004: 137) puts that the tendency to use foreign words in advertisements is not new today and there is no need to explain the unknown words to

children. What matters is the positive effect these words create on people and therefore they serve the aim of the commercial.

According to Özgüler, (1989) English words in the Turkish language will increase in the following years and enter to the Turkish language completely like common ones. Mc Luhan (1997; 84) says “the ones, who start not to understand each other as they speak different languages, will be slowly alienated to each other. They neither can reflect nor define themselves and so the problems will occur.”

Today, in the Turkish advertising sector the number of foreign words increases rapidly day by day. To be different and interesting, advertisers use a lot of English words in their advertisements but they are not aware of the negative effects of foreign words in our daily language. According to Grey (2007) the number of English words in daily language is increased by globalization. Because of the effect of media, advertising, communication, and interaction become easy and quick so people can easily be influenced by attention-catching activities. Also, he adds that television commercials are watched by children mostly and thus imitated and internalized at a young age. From this point of view, advertisers should give importance to the words they use because children will get under the influence of foreign languages easily. According to Yücel (2004: 144), another reason for using English words in Turkish is the admiration for American culture since this culture evokes modernity and technology, and modernity and technology appear to be the most significant values in their own right nowadays. Further, Inge (1993) believes that today people are not aware that they are using foreign words in their speech because they become very familiar to them with the help of some advertisements.

Consequently, as before mentioned usage of English words in Turkish might results in the degeneration of Turkish language and culture. As Göktürk (2000: 11) puts “The English language should not be seen as the medium for reaching the level of civilization; it should only be a means to learn a foreign language”.

### **ANALYSIS OF THE TELEVISION COMMERCIAL “HAKAN PLASTİK”**

The television commercial ‘Hakan Plastik’ (2007) (see visuals and audio text below) is a very good example to show the effects of English on the Turkish advertising sector. In this commercial, English is used as the main language instead of a foreign language because all the talk except the announcer’s speech is in English with subtitles in Turkish. Although ‘Hakan Plastik’ is a Turkish firm and although this commercial is designed for Turkish people and broadcasted in Turkey, the language of the commercial is deliberately designed in English to create a universal effect for the commercial on the Turkish consumer. As mentioned above, Turkish advertisers use foreign languages in their advertisements to be interesting, attractive, different, comic and effective (Karhan, 2004). As will be seen in the commercial, English is used to draw the attention of the audience. In this commercial a construction builder speaks English with his darling, who is implied to be a native speaker of English, on the phone. From the picture on the screen of the mobile phone in Visual 13 and the Song in Visual 15, Audio 13 we understand that the woman is blonde and therefore she looks like to be an English or American woman. At the end of the commercial, the builder sings a famous folk song entitled “Sarı Gelin” with a literally translated subtitle in the mixture of English and Turkish: “Blonde Bride” (Sarı Gelin) implying that the builder is longing for his darling and wants to unite with her.

Since it is meant to be a comic commercial English is used very successfully to create humor in this commercial. According to Pierce (cited in Burnett, J. & Moriarty, S. & Weiss, 1999: 181) “Comic advertising is widely considered highly creative and any selling message is going to work better if it is entertaining, rather than just boring people into the shops”. From this point of view, in this commercial humor is created to draw the attention of the audience and entertain them, so in this commercial the device of humor is English. When we analyze the language of the commercial, we understand that the construction builder speaks English with an accent but fluently. Although he is a Turkish builder it is a wonder that he can speak English so fluently and correctly. His English speech makes the commercial very funny. Another comic element is that the builder depicts the features of a pipe to his darling by

comparing himself and his feelings to the pipe. By using indirect address the copywriter of this advertisement successfully gives his message to the audience.

On the surface, there is a phone call between two lovers but the builder indirectly tells the audience the features of a new pipe called 'silent pipe' in English. It sounds weird and incredible that an ignorant construction builder speaks fluent English since construction builders are known not to have completed school and do not know any foreign language. Therefore the commercial aims to sound comic but effective. Unfortunately, there is the possibility that viewers might be affected by his English and would imitate him by mixing English with Turkish to create the effect that they can speak English.

### TV Commercial 'Hakan Plastik'



Visual 1.

The camera zooms into a building. This film is a pipe commercial which is produced by 'Hakan Plastik'. At the beginning of the video, we see the construction of a building and hear a telephone ringing.



Visual 2.

The camera shows the interior of the building. There are pipes on the right of the visual on the floor. Three builders are sitting together and drinking tea. This is the setting of the story of the commercial.



Visual 3.



### Audio 1.

A construction builder answers his mobile.

Phone:----- Builder: -“Hi Baby. How is it going?

The first builder answers his mobile and speaks to his darling on the phone in English which is shown with Turkish subtitles. Today in Turkey the phrase “hi baby” is very common among people in daily life as they want to show they know how to speak English. They try to show off with their English knowledge because there are so many people who cannot speak English at all.



Visual 4.

### Audio 2

Builder: -No, no, no problem. Just having a cup of tea.

Phone:-.....

The builder communicates with his darling about what he is doing at that moment. She must be asking whether she interrupts him at work but he confirms that there is no problem by telling her that he is having a cup of tea. This speech evokes the feeling that he is fluent in English.



Visual 5.

### Audio 3

Phone: ----- Builder:- Today?

The builder answers his darlings question about what he has done that day by pursuing the conversation. The speech on the phone is extended to create an image for the construction worker who can continue his dialogue in English and show how competent he is in English.



Visual 6.

**Audio 4.**

Builder: -Today we have furnished a new pipe system.

Phone: -----

The commercial audience sees them looking at their coworker who is speaking in another language to a woman. (One can hear a female voice at the background). The coworkers of the builder look at him with admiration. The audience understands that he must have bragged about his foreign girlfriend before. They must be admiring him because they watch him and listen to him almost open-mouthed.



Visual 7.

**Audio 5.**

Builder: -Silent pipe.

Phone: -----

The builder takes a pipe in his hand and starts to describe and explain the functions of the pipe to his girlfriend.



Visual 8.

**Audio 6.**

Phone: -Silent?

Builder: -Yes silent, very silent indeed.

His girlfriend does not understand what he means by describing the pipe to be silent since it is an object and does not have human features. He tries to play with the words metaphorically to create a romantic atmosphere but his depiction is comic since he is translating from Turkish into English literally.



**Visual 9.**

**Audio 7.**

Builder: -A lot of things pass insides....

Phone: .....

In this part, we understand that he is comparing the pipe with his own feeling and thus tries to hint his girlfriend about his own feeling for her. But she does not understand what he tries to convey.



**Visual 10.**

**Audio 8.**

Builder:- ...but does not speak.

Phone: .....

In Visual 11 the audience hears the builder explain his feelings word by word by a literal translation. It has a comic effect on the audience.



**Visual 11**

**Audio 9.**

Builder: -Just like me huh.

Phone: .....

Here he finally states that he is explaining his feelings by asking her to confirm him. We do not hear what she says and whether she did understand him.



**Visual 12.**

**Audio 10.**

Builder:- Ok Love. I kiss you.

Phone: .....

In this visual and audio the audience hears and sees him ending his conversation to his darling by addressing her “Love”. He also sends her kisses. Again the wording is a literal translation, for only Turkish people say: “I kiss you”. This statement sounds comic.



**Visual 13.**

**Audio 11.**

Builder: -Every centimeter square of you.

Phone: .....

In visual 14, the audience sees the screen of the mobile and a photograph of both him and his blond darling. The audience grasps why he is speaking English to the woman on the line because she is blond and must be an American or English woman. He ends his dialogue by adding affective emotion to his words, which is once more literal translation. This creates a more comical effect.



**Visual 14.**

**Audio 12.**

Builder: -Take Care. Bye.

Phone: .....

In this visual and audio, we see and hear the builder saying good-bye to his darling. The mission of the commercial is accomplished because this builder has a connection with a foreign person and therefore speaks to her in English to create an effect of universal connection.



**Visual 15.**

**Audio 13.**

Builder: -The builder is singing: “Sarı gelin aman”. Sarı gelin aman”. (Blond bride, Blond bride)

At the end of the commercial film the builder is looking at distance and singing the famous folk song “Sarı Gelin” with a subtitle in a mixture of English and Turkish words “blonde bride aman, blonde bride aman” and sighing. It is to show his feelings of longing for her. Here both of the languages are blended to create an effect for his emotions which he does not know how to word in English. It seems that he does not know the meaning for the Turkish exclamation “aman” and therefore is adding the Turkish term to his English translation of the song.

## CONCLUSION

In this study, the language of advertising and the usage of English in Turkish advertisements are analyzed to show the effects of English on the Turkish language and its possible negative effects on the wrong use of Turkish as well as English. The proposed questions and collected data from YouTube commercials and advertisement videos provided answers for the researchers. If both of the languages Turkish and English will be used in the mentioned methods, none of them will be used correctly. Even if it is created to show a comic effect to draw the attention of the audience, it bears dangers for the future of the Turkish language according to some Turkish scholars and linguists. They fear that this will lead to the degeneration of the Turkish language and lead to the loss of it in the future. Additionally, creating mixed and incorrect sentences in the target language will not enable learners make themselves understood in the target context. As it is seen in the last part of the study, the Turkish television commercial ‘Hakan Plastik’ was designed for the Turkish audience in English with Turkish subtitles. Although the advertising company aims to create a comic effect it is distorting both of the languages and causing a negative outcome by providing the audience with incorrect language and syntax. In the last scene, the builder is singing the song by mixing the two languages. Unfortunately, today Turkish learners of English use the same kind of blended sentences by adding English into their Turkish sentences, or worse by distorting English nouns into verbs like ‘fotoşoplamak’, ‘arrange etmek’, ‘checklemek’, etc. Hence, it is thought that such mass media commercials or publications, television serials might do harm on the native language as well as the culture.

In Turkey, people increasingly use such words and English phrases instead of their Turkish equivalences in their daily lives being affected by TV programs, ads and commercials. Especially young people who watch such programs do not regard these words as strange since they have become familiar to these words in their daily language. As Sinanoğlu (2004) warns, the usage of English instead of native vocabulary might result in the degeneration of Turkish language. Kongar (2000) claims that next to degeneration, alienation is also seen in daily conversations of young Turkish people who say goodbye in the following way: ‘Haydi Bay’.

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## UZUN ÖZ

Bu çalışmada İngilizcenin Türkçe reklamlarda karşılaşılan kullanımı, İngilizcenin Türk dili üzerindeki etkisinin yanı sıra Türkçe'nin ve İngilizcenin yanlış kullanımının neden olacağı olumsuz etkiler üzerine dikkat çekmek amacıyla incelenmiş ve irdelenmiştir. Reklamcılar, doğal olarak tüketiciyi ürünlerini satın almaya ikna etmek için etkilemeye çalışırlar ve tüketicilerin ilgisini uyandırmak için çeşitli beceri ve stratejilerden yararlanırlar. Özellikle de sözcükler onların en güçlü araçlarıdır (Mackay ve Wilmshurst, 2000; Özünü, 2007). Sözcüklerin anlamlarıyla oynayarak duygusal ve çağrışımsal etki yaratmak için çaba gösterirler. Reklamcılar için ana dil Türkçenin yerine İngilizce kullanmak ta bu amaca hizmet eden bir yöntemdir. Ilgın'a göre, reklamlarda İngilizce kullanmanın başlıca nedenlerinden biri bir batı imajı oluşturmak ve izleyicilere ürünün evrensel olarak kabul edildiği izlenimini vermektir (1999: 19). Araştırmanın verilerinin oluşturmak amacıyla, İngilizce kullanan reklamları belirleme sürecinde ulusal kanallarda dönen 30 reklam filminin yanında, 1 kısa reklam filmi izlenmiş ve geçmişte yayımlanmış ve şu anda YouTube internet kanalında var olan bu kısa reklam filmi 'Hakan Plastik' dikkatle incelenmiş ve değerlendirilmiştir. Araştırmacılar şu sorulara cevap bulmaya çalışmıştır: (a) reklamcılar reklamlarında ne tür İngilizce kelimeler, kelime grupları ve tümceler kullanıyor; (b) kelimeleri ne şekilde değiştiriyorlar (c) reklamlarda İngilizceyi ikinci dil olarak kullanmalarının olası nedenleri nelerdir? Derlenen İngilizce kelimeler şekil ve durumlarına göre şu şekilde sınıflandırılmıştır: (a) sesletimsel benzerlikler: Honda Jazz; "Yalnızca hayata renk katjazz" örneğindeki gibi. (b) Türkçe cümlelere harmanlanmış kelimeler gibi: *Pepsi-we will rock you*. Daha fazlasını iste!; (c) Kaynaştırma "Mega indirim" ve neolojizm: "Biz Kloraklarız". "Hijyenin ve kar gibi beyazlığın elli yıldır Ege'de bir adı var Klorak". Çalışmanın örnekleme olarak seçilen "Hakan Plastik" reklamında, konuşma dili olarak neden İngilizce tercih edildiği ve altyazılı olarak Türkçe kullanıldığı ayrıntılı olarak irdelenmiş ve yorumlanmıştır. Çalışmanın sonucu, reklam dilinde Türkçe kelime ve tümceler yerine İngilizce terimler kullanmanın birçok olumsuz etkisi olduğunu ortaya koymuştur. Reklam ve ticari şirketlerin genel amacının izleyicilerin dikkatini çekerek komik bir etki yaratmak olsa da, her iki dilin yapısını bozarak izleyiciye yanlış sözdizimi göstermek ve bu şekilde kullanmasını teşvik etmek olumsuz sonuçlara neden olmaktadır. Kongar'a (1999) göre Türk halkı dilini ve kültürünü kaybetme tehlikesi ile karşı karşıya kalmış, hatta iki kültür arasında bocalamaktadır: kendi kültürü ve dilini kendi dili olarak kabul etmeye başladığı yabancı bir ulusun kültürü. Sinanoğlu ise (2003), ülkemiz insanı Türkçenin içinde İngilizce harmanlamaya devam ettiği sürece, Türk dili canlılığı ve zenginliğini kaybedeceğinden ve bunun Türk dilinin uzun vadede tarihten silinmesine neden olacağına endişe duymaktadır. Dahası, Türkçe

ve İngilizce bu şekilde harmanlanıp konuşulursa her ikisinin de yapısı bozulacak ve gelecekte her ikisi de doğru bir şekilde kullanılmayacaktır. Amaç seyircinin dikkatini çekmek ve komik bir etki yaratmak olsa da, bazı Türk akademisyenlere ve dilbilimcilere göre bu tür dil kullanımları Türk dilinin geleceği için olumsuz etkiler taşımaktadır. Bunlar Türk dilinin bozulmasına ve gelecekte de kaybına yol açacağını düşünmektedirler. Ayrıca, yabancı bir dil olan ve öğrenilmek istenilen İngilizcede karışık ve yanlış cümleler oluşturmak ve bu şekilde öğrenilmesine ortam yaratmak öğrenenlerin bunları hedef ortamda yanlış kullanmalarına neden olacaktır. Çalışmanın örnekleminde gözler önüne serildiği gibi, Türk televizyon reklamı ‘Hakan Plastik’, izleyicilere Türkçe altyazıyla İngiliz dilinde gösterilmektedir. Reklam şirketinin asıl amacı dikkat çekip komik bir etki yaratmak ve evrenselliğine dikkat çekmek olsa bile, İngilizcenin Türkçe üzerinde baskın olduğunu ima etmesi doğru değildir. Son kısımda ise inşaat ustasının yabancı sevgilisine duygularını aktarırken kültürel anlamları gözetmeksizin Türkçe düşünüp, düşüncelerini İngilizceye doğrudan çevirmesi anlam kaybına yol açmaktadır. Telefonda konuştuğu kişinin onun konuştuğu İngilizceyi anlamadığı konuşma metninden anlaşılmaktadır. Türkiye’de insanlar günlük hayatlarında TV programlarından ve reklamlardan etkilenecek bu tür İngilizce kullanımları giderek daha fazla yapmaktadırlar. İngilizceyi öğrenen bazı kişiler ise Türkçe cümlelere İngilizce ekleyerek “Bugün kötü moddayım” ya da İngilizce isimleri “fotoşoplama” (to photoshop) “aranje etmek” (to arrange), “çekmek” (to check), vb. gibi kaynaştırarak eylemlere dönüştürmektedir. Bu nedenle, kitle iletişim araçlarında ve televizyon dizilerinde bu tür dil kullanımlarına yer verilmesi anadile olduğu kadar kültüre de zarar verebileceği düşünülmektedir. Özellikle bu tür programları izleyen gençler, bu kelimelere alışarak zaman ilerledikçe tuhaf karşılamazlar. Sinanoğlu’nun (2004) uyardığı gibi, anadil yerine İngilizce kullanımı Türk dilinin bozulmasına neden olabilir. Kongar (2000) Türk halkının günlük konuşmalarında yozlaşma yanında yabancılaşmanın da görüldüğünü iddia etmektedir. Ne yazık ki ortak kullanımlar incelendiğinde söylediklerinde haklılık payı var çünkü İstanbul, İzmir ve Ankara gibi büyük şehirlerde bazı gençler arasında Türkçe veda sözcükleri ve tümceler yerine “bye”, “see you” gibi İngilizceleri kullanılmaktadır.