

Dil ve Kültür Bağlamında Televizyon Reklamları
Television Commercials In The Context Of Language And Culture

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Suat UNGAN*, Taha Yasir CEVHER**, Elif KURT***

Extended Summary

Purpose

Language is the most important factor that plays a role in creating and transporting the culture of a nation. Culture is a socially and personally integrative phenomenon that converts communities into nations, binds individuals on a common ground and brings their knowledge and skills from the past to the present. Television that is today easily accessible by every segment of society affects language and by extension culture. Television produces various effects on people has become a significant market in terms of advertising. It is important for the determination of the current situation to review and assess TV commercials in terms of language and culture. The main purpose of the present study is to review and evaluate TV ads in terms of language and culture.

Methods

The form was designed based on the relevant literature. The form is composed of 6 items in total, 4 being language and 2 being culture. These items are related to elements of Turkish culture and foreign culture, use of Turkish and foreign words, proverbs and idioms, and fluency in expression. Each item in the form is scored from 0 to 5. The highest score for each item is 1135 and the lowest score is 0. Before the Ad Review Form was finalized, views were taken from three field experts and necessary arrangements were made in the form. In order to collect data within the scope of the study, most watched two TV channels during the prime time hours of 8:00 pm to 11:00 pm in all months of 2015 were determined based on the measurement of the TV Audience Measurement-Joint Industry Committee (TIAK) established by the shareholding of Turkish Association of Advertising Agencies, Advertisers' Association, and broadcasters measured. Tables were finally interpreted through excerpts from the ads.

* Prof. Dr., Karadeniz Teknik Üniversitesi, Fatih Eğitim Fakültesi, Trabzon-Türkiye, ungan@ktu.edu.tr

** Arş. Gör., Karadeniz Teknik Üniversitesi, Eğitim Bilimleri Enstitüsü, Trabzon-Türkiye, tahayasircevher@gmail.com

*** Doktora Öğr., Karadeniz Teknik Üniversitesi, Eğitim Bilimleri Enstitüsü, Trabzon-Türkiye, elifkurt07@hotmail.com

Results

In the present research that aims to review and evaluate TV ads in terms of language and cultural elements used, only 70 of 227 products in the reviewed ads have Turkish names. The names of the remaining 157 products are of foreign origin. Products with foreign names sometimes bring along foreign cultures. The names of these products may also cause confusion in terms of pronunciation. This leads to the cultural degeneration. The ads examined within the scope of the research had an understandable and fluent language. Fluency in the language of advertising attracts the attention of all segments of society, it is of importance for ads to achieve their objectives. All the ads were free from language mistakes. This indicates that careful attention was paid to the language and style used in the ads, proper and regular sentences were formed, and products were carefully advertised and presented to the audience through short and clear statements. The rate of using idioms and proverbs in the ads was low. Idioms and proverbs have a remarkable impact in the narrative. Thus, the use of idioms and proverbs in the language of advertising is believed to be helpful. The use of foreign words in the ads was also low. The ads were also examined in terms of cultural elements. The study found out that the elements of Turkish culture and foreign culture were rarely included in the ads. The use of elements of Turkish culture was almost equal to the use of elements of foreign culture

Discussion And Conclusion

Following suggestions can be offered based on these results. Ads should use more idioms and proverbs. It is of importance both to increase the attractiveness of ads and to reflect the richness of Turkish narrative. Ads should care to use less foreign words. They should involve more elements of our culture and avoid to use from foreign elements as far as possible.
