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## КОНЦЕПТ «БИЛИМ» (ОБРАЗОВАНИЕ) В РЕКЛАМНЫХ ТЕКСТАХ В КЫРГЫЗСТАНЕ

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Исследуется, как концепт “билим” (образование) используется в рекламных текстах образовательных услуг в Кыргызстане. Изучается обзор литературы по исследованиям рекламы в системе образования. Языковой материал исследования составляют примеры, которые были собраны методом сплошной выборки из веб-сайтов, рекламных видеороликов, публикаций в социальных сетях Facebook, Instagram, YouTube-каналов государственных и частных университетов Кыргызстана. Рассматриваются рекламные тексты, отражающие концепт “билим” (образование) в кыргызском и русском языках. Также изучаются некоторые рекламные тексты в английском языке, которые были созданы на базе некоторых университетов Кыргызстана. Контент-анализ проводится с целью изучения лингвистических и экстралингвистических аспектов рекламных текстов, отражающих концепт “билим” (образование).

*Ключевые слова:* концепт “билим” (образование); реклама; Кыргызстан; государственные и частные университеты; кыргызский язык; русский язык.

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## КЫРГЫЗСТАНДАГЫ ЖАРНАМАЛЫК ТЕКСТТЕРДЕГИ «БИЛИМ» КОНЦЕПТИ

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Макалада Кыргызстандын билим берүү кызматы тармагындагы жарнамалык тексттерде “билим” концептин колдонулушу изилденет. Билим берүү системасындагы жарнаманы изилдөө боюнча адабияттарга сереп салынат. Изилдөө материалдары Кыргызстандагы мамлекеттик жана жеке университеттердин веб-сайттарынан, жарнамалык видеолорунан, социалдык тармактардагы Facebook, Instagram сыяктуу социалдык тармактардан, YouTube-каналынан чогултулган. Кыргыз жана орус тилдериндеги “билим” концептин чагылдырган жарнамалык тексттерге басым жасалат. Кыргызстандагы айрым университеттердин базасында түзүлгөн англис тилиндеги айрым жарнамалык тексттер дагы изилденди. Контент-анализ “билим” түшүнүгүн чагылдырган жарнамалык тексттердин лингвистикалык жана экстралингвистикалык аспектилерин изилдөө максатында жүргүзүлөт. Англис тилиндеги айрым жарнамалык тексттер дагы изилденет. Контент-анализ “билим” концептин чагылдырган жарнама тексттериндеги лингвистикалык жана экстралингвистикалык маселелерди изилдөөгө арналган.

*Түйүндүү сөздөр:* “билим” концепти; жарнама; Кыргызстан; мамлекеттик жана жеке менчик университеттер; кыргыз тили; орус тили.

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## CONCEPT OF “BILIM” (EDUCATION) IN THE ADVERTISING TEXTS IN KYRGYZSTAN

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The paper studies how concept of “Bilim” (education) is used in educational advertising texts in Kyrgyzstan. The research explores the literature review on the research of advertisement in education. The language material of the study is composed of examples that were collected by the method of continuous sampling from websites, advertising videos, social media posts at Facebook, Instagram, YouTube channels of public and private universities of Kyrgyzstan. The paper focuses on the advertising texts reflecting the concept of ‘Bilim’ (education) in the Kyrgyz and Russian languages. Some advertising texts in English are also studied, which were created on the basis of some universities in Kyrgyzstan. The content analysis is done to study the linguistic and extra-linguistic issues of advertisement texts reflecting the concept of “Bilim” (education).

*Keywords:* the concept of ‘Bilim’ (education); advertisement; Kyrgyzstan; public and private universities; the Kyrgyz language; the Russian language.

**Introduction.** Education is acquiring extreme importance in the context of rapid development of IT technology. There is growing interest in the education area in Kyrgyzstan in using advertising marketing rules. The Universities in Kyrgyzstan face different changes in the context of market economy. Therefore, all educational institutions take their efforts to attract additional funding, exchange programs, national and international students. Many universities are applying some of the marketing practices, including advertisement. Research shows that most of the Kyrgyz advertising texts in education are directed to recruit students. Advertisement texts are written in two languages mainly, Kyrgyz and Russian. Some universities use English as the language of advertisement to attract international students, especially, Medical Schools of some universities create advertising texts, and YouTube blogs and channels.

This paper tries to analyze the linguistic corpus of advertising texts in Kyrgyz mainly, but Russian texts of educational advertisements are also studied with the comparison with Kyrgyz texts. Due to the lack of Kyrgyz National Corpus, the texts are selected randomly from websites, promotion videos, social media posts at Facebook, Instagram, YouTube blogs and videos of Public and Private Universities of Kyrgyzstan.

**Literature review.** The concept ‘advertising’ is taken from a Latin verb „advertere” that means “to attract one’s attention to”. H.M. El-daly claims that advertisement can be classified into three main categories: (1) consumer advertising, which is directed towards the promotion of some product or service to the general public; (2) trade advertising, which is directed to dealers and professionals through appropriate trade publications and media, and (3) public relations advertising, which is directed towards society by citizens or community groups, or by politicians, in order to promote some issue of social concern or political agenda [1].

H. Skoko, & L. Williams, state that “advertisement contains mass media texts from magazines and newspapers, television, outdoor advertisements use posters, signs and billboards, direct mail, and novelties such as calendars, pens, posters, catalogues, directories, and circulars. The aim of all texts is to construct the image and reputation of an organization, and its products or services by carefully presenting messages to a selected

audience” [2]. J. Twible and J. Hensel (1991) described advertisements as being ‘*emotionally interesting, concrete and imaginary provoking, and proximate in a sensory, temporal and spatial way*’ [3: 378–383]. M. Foxwell et al argue that “today, digital advertising plays significant role in educational sphere, through web traffic to school and educational websites, while new forms of advertising have emerged that originate exclusively from online environments” in the digital era [4]. The texts of advertisement in Kyrgyzstan is studied by professor G.P. Shepeleva in her paper “Реклама в Кыргызстане: особенности языка и стиля” (Advertisement in Kyrgyzstan: the linguistic and style features). The scholar argues that “advertising in Kyrgyzstan is a growing field; the rules for advertising texts are still being established, i.e. the level of national advertising rather accurately reflects the general standards of speech and culture [5]. The paper studies the style and linguistic issues of advertisements in the Russian language in the streets of Bishkek. Azizbek uulu Baktybek studies the languages of advertisements in Kyrgyz in his book “Рекламалык тексттердин тили” (The language of advertising texts) [6]. The work studies the social, cultural and linguistic issues of advertisements in the Kyrgyz language. The author claims that the advertising texts in Kyrgyz should be close to oral Kyrgyz, but conforming to the standards of the Kyrgyz literary language; the advertisement in Kyrgyz should pay attention to the needs of target audience. Abundancy of highly bookish words may violate the content of advertisement. The advertising texts possess some rhythm in accordance with phonetic, grammatical and poetic rules of Kyrgyz. Some grammatical, orthographic and punctuation errors in the Kyrgyz advertisements are underlined. The work argues that advertising texts in Kyrgyz should be pragmatically adequate to the native Kyrgyz speakers. So, he proposes the hypothesis that advertising texts in Kyrgyz should be laconic by their structure, expressive and dynamic by the meaning and free of linguistic errors [6: 49–56].

**A study of concept of “Bilim” (Education) in Kyrgyz.** The etymology of the concept of “*Bilim*” in the Kyrgyz language is derived from the ancient Turkic word *bilig*, which comes from the verb “*bil* – to educate, study”. The Old Turkic Dictionary, published in 1969, gives three meanings to the word

bilig: 1. *knowledge, education*. 2. *mind*. 3. *caution* [7]. At the same time, the dictionary gives the derivatives for “bilig”: *biliglig (wise, intelligent), biligsa (wanting to know), biligsiz (ignorant), biligsizlik (ignorance), bilimsin (pretending to know), bilin (to know, to be aware of)* [7:99–100]. Modern Kyrgyz uses the term “Bilim” to denote the concepts “*education, learning, reading, science, information, truth, fact*”. The concept “Bilim” has the synonyms as *‘ilim (science), okuu (study)*. But the word “Ilim” has more specific meaning and stands for the word “*science, craft*”.

The other terms denoting the process of education and knowledge are *kutun (book), калем (pen, pencil), мектеп (school), мугалим (teacher)* and others; these words are borrowed from Arabic in connection of historical process of Islamization process of the Kyrgyz peoples since the 8<sup>th</sup> century AD. The linguistic rules for these words are applied, especially vowel harmony is followed according to the Kyrgyz phonetic system. If most of these words had religious connotation until the 20<sup>th</sup> century, the “*secular educational meaning*” for them was applied in early 20<sup>th</sup> century in connection of mass literacy project in the Soviet Kyrgyzstan. At the same time some of those words still reflect only religious content, for example: *медресе (Arabic: madrasa) – religious school*. The Russian loan words started to be used in education: *парта, стол (desk), стул (chair), директор (head of school), доска (board), сумка (bag)*. The role of Russian language in establishing secular education in Kyrgyzstan is great. Most of the educational phrases are literally translated from Russian, thus enriching the vocabulary of Kyrgyz: *Министерство образования и науки – Билим берүү жана илим министрлиги, профессиональное образование – кесиптик билим берүү* etc. After 1991, terms of education enlarged their scales; words from English and other European languages were introduced via Russian: *университет (university); колледж (college), кредит системасы (credit system), бакалавр (bachelor), магистр (master), философия доктору (Doctor of Philosophy), алмашуу программалары (exchange programs), ара сынактар (midterm), транскрипт (transcript), ТОЙФЛ (TOEFL), академиялык чынчылдык (academic integrity)* etc. In the digital era the following words appear in the Kyrgyz language: *онлайн билим берүү (online*

*education), вебинар (webinar), онлайн-презентация (online presentation), ата-эңелердин Ватсап группасы (WhatsApp group of parents). Brand new educational phrases have been introduced in the context of COVID-19: Зуум технологиясы (Zoom technology), Гугл классрум (Google Classroom), etc. Most of these words representing concept of “Bilim” participate in construct advertising texts on education in modern Kyrgyzstan.*

**Content analysis of advertising texts with the concept “Bilim”.** Content analysis is selected for analyzing advertisements representing the concept “Bilim” in Kyrgyzstan. The data is collected from websites, promotion videos, social media posts at Facebook, Instagram, YouTube-blogs and videos of Public and Private Universities of Kyrgyzstan. The structure of advertising texts varies in length: usually they comprise micro-texts with one or two sentences. For example: *ОшМУ – кылымдык тажрыйба, эртеңки келечек – Osh State University is age-old education and tomorrow’s future*. Here the context uses antithesis with two phrases: *кылымдык тажрыйба (age old education) and эртеңки келечек (tomorrow’s future)*. So, advertisement tells that ‘*Osh State University passed 80 years of history and it has a bright future*’.

I claim that advertising texts of education do not use colloquial phrases close to the people, because language of academia is formal and less expressive. The advertising texts of Osh State University also frequently operate the phrase *Даңк ордендүү ОшМУ – Osh State University received Dank order (National award of Kyrgyzstan)*. This sentence may have some expressive effect for the Kyrgyz audience, but not the international students. Because international audience do not have any idea about the honor of Dank order. Osh State University usually posts advertisement at its Facebook page – ‘*Ош мамлекеттик университети*’.

The promotion advertisement also contains the sentences: *ОшМУ – билим эшигин ачат (Osh State University opens up the gate of education), ОшМУ – сапаттын кепилдиги (Osh State University maintains quality of assurance)*.

The promotion video of J. Balasagyn National University (in Russian) comprises with information of numbers related to the university: *более 20 000 студентов – more than 20 000 students, 20 факультетов – 20 faculties, 5 колледжей – 5 colleges,*

2 лица – 2 high schools. The key word in this advertisement is “качество” (quality). The last sentence uses metaphor ‘путевка в яркую жизнь’ that is translated into English as ‘road to life’ (КНУ имени Жусупа Баласагына – мы путевка в яркую жизнь и уверенное будущее – J. Balasagyn Kyrgyz National University is the road to life and confidence in future).

Bishkek State University has Instagram page that is operated in Russian. Again the advertising context is related to ‘future’ – Бишкекский государственный университет – окно в ваше светлое будущее (Bishkek State University is your gate to the bright future). So concept of “Bilim” (Education) in advertising texts is associated with gate to bright future, and road to life.

Ishenaly Arabaev State University starts its promotion video with the name of Ishenaly Arabaev, the Kyrgyz enlightener, whose name is honored to the University. The advertising text contains the sentence: *Ишеналы Арабаев атындагы Кыргыз мамлекеттик университети ийгиликтүү жаштарга таалим-тарбия берет* (Ishenaly Arabaev University provides education for the successful students. Kyrgyz phrase ‘таалим-тарбия’ stands for education, while ‘таалим’ (билим) means ‘academic education’, and ‘тарбия’ denotes ‘moral education’).

Some private universities as University of Central Asia in Naryn, American University in Central Asia apply English and Russian as the main languages of advertisement. Later American University in Central Asia started to use the Kyrgyz language in its websites, information booklets and promotion videos. Thus, information booklet of University of Central Asia in Naryn, begins the sentence *The journey begins here* or in Russian: *Путешествие начинается здесь*. Under the word ‘here-здесь’ there is a metonymy, i.e. it signifies *The journey begins at University of Central Asia – Путешествие начинается в Университете Центральной Азии*. American University in Central Asia usually operates formal language in its promotion videos; the use of formal language in advertisement shows that this university wants to position itself as the academically recognized and prestigious university in the post-soviet region. In analysis of their advertising content, the following phrases and sentences are used in order to shape the impression of the people about this university:

*New Generation Academy – академия нового поколения – жаңы муун академиясы; AUSA community – сообщество АУЦА – БААУ коомчулугу; АУЦА – одна большая семья – БААУ – бир чоң үй-бүлө; Sustainable Development – Устойчивое развитие – Туруктуу өнүгүү*. Kyrgyz-Turkish Manas University usually releases promotion videos, information booklets Kyrgyz and Turkish. Research finds out that advertising texts of Kyrgyz-Turkish Manas University imply the bilateral relations between Kyrgyzstan and Turkey, emphasizes the common historical and cultural roots between the Kyrgyz and Turkish peoples. The advertising texts usually contain words as: *кыргыз-түрк достугу* (Kyrgyz-Turkish friendship), *сапаттуу билим – quality education, тарыхый мурас – historical heritage*. etc.

**Conclusion.** This paper studied the advertising texts of the public and private universities in Kyrgyzstan in terms of using the concept of “Bilim” (Education) in the Kyrgyzstan. The research shows that the concept “Bilim” has formal connotation in Kyrgyz, as it reflects ‘academic study’. The nature of advertising texts with the concept “Bilim” is diverse in the promotion videos, information booklets and advertising texts of the public and private universities in Kyrgyzstan. Advertising texts have formal character and they are used to attract the attention of enrolling students and their parents. Frequently used items in the advertising texts are *билим* (education), *билим алуу* (to receive education), *сапаттуу билим* (quality education), *билимге умтулуу* (aspire for education), *илимдин жана билимдин ордосу* (the center of science and education) and others. Some neologisms in the Kyrgyz languages started to be used in the advertisement of academic discourse: *академиялык мобилдүүлүк* (academic exchange, mobility), *академиялык чынчылдык* (academic integrity), *маалымат технологиялары* (IT technology). The research reveals that some idioms, and trite figures of speech are also met in the advertising texts reflecting concept of “Bilim”: *билим алуу ийне менен кудук казгандай* (to study is not easy), *илимдин кенин казуу* (to open the treasure of education), *күнү-түнү окуу* (to study day and night).

The concept of “Bilim” (Education) in the Kyrgyz language also is associated with the words as *эшик* – gate (gate to education), *келечек* – future

(as in education is our future), *пымевка – road (education is a road to life)*.

The language and content of advertisements are different in public and private universities. The public universities use more formal content that coincides with the national educational policy of the Kyrgyz Republic, also they use Kyrgyz and Russian, while the private universities try to attract more international recognition. Therefore the advertising texts with educational context by public universities are characterized by western style of expression and the texts are usually written in English.

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