

## Is The World A Small Village?

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**Abstract:-** It is a fact that, the users of technology today are stuck between two very different paths that are used to conceive the world. On the one hand, a linear and quantitative perception mode specific to the Western world, as a visual space; and on the other hand, there is the Eastern holistic, qualitative rational auditory space, in which all the latest technologies push us into it. The advertisements of the international brands serve as a mechanism that guides the values of the masses. Many brands have grown out of their countries and they have been in search of new markets in various countries. The brands that think globally have achieved significant growth in market share by acting locally. The study is based on international brands' advertising messages published in recent years. How the "global brand" expresses itself with "local discourses", and how the indicators are used are described on a sample advertisement message with selective semiotic methods.

**Keywords:** *Globality, locality, semiotics.*

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### I. INTRODUCTION

In the dynamic appearing in the cultural dimension of globalization, what is "local" refers to small scale, geographically limited traditions and lifestyles, while what is "global" expresses social and cultural powers which are spatially wide and in relation with globalization. This approach generally indicates the way in which global and local cultures become related with each other in the processes of globalization. However, the said relation and interaction may also result in **hybridization and differentiation** in contrast with homogenization. The concept of homogenization accords with modernization, which puts the West as the level required to be reached in technological and economical dimensions, tends to reduce the effects of local cultures and lifestyles. On the other hand, the mixture of cultures and lifestyles necessarily result in some hybridization. **Basic emphasis on hybridization is the form in which global powers and products are adopted or partly changed by local conditions.** ,

Giddens' definition of globalization also offers us cues for conceptualizing the relationship between the local and global: Globalization can be defined as the process of local formations' being shaped by events occurring thousand of miles away, or on the contrary, concentration of worldwide social relations which interconnect remote examples of localness. This is a dialectical process, since this kind of local formations can also act in a different way from the remote social relationships which affect them. Globalization is a process during which similarities and differences, universalization and localization take place within the same dimension of time. (Saritaş, 2006: 93)

According to Keyman, globalization is a process in which heterogenization, localization, traditionaliation and awareness come to the fore so much as homogenization, universalization, modernization and individuality, and during globalization, these formations display not opposition, but synchronicity and contradictory association (Saritaş, 2006: 392).

Thus, it becomes a requirement to think more in a detailed manner on concepts such as "localization of globalization". In this direction, Robertson thinks that a process of globallocalization become concrete in creating and involving the local. Robertson uses the term globallocalization for explaining the general concept of globalization in relation with the global-local problem. According to Robertson, what is local must be evaluated as fact which resists against what is global. Localization is an aspect of globalization and thus, it will be wrong to define globalization as a fact externalizing the local. "Differentiation and homogenization, which result from the mutual dynamic ongoing between what is global and what is local, enable each other," says Robertson (Robertson, Roland:1995,: 36). Likewise, according to Tomlinson, when we approach globalization as simultaneous economical, political, technological and similar processes having complex relations between each other, we will be able to see that globalization includes all kinds of contradictions, resistances and powers resisting each other with the same intensity. "In fact," says Tomlinson, "especially in approaches emphasizing cultural issues, a perception of globalization which includes opposite principles and tendencies (local against global, universal against partiality, etc.) is highly widespread today."

Most visible form of globalization is the consumption culture transferred by the international media. "Since globalization pushes consumption culture to forefront, function of consumption becomes clear as a tool

of cultural homogenization in cultural evaluations.” (Yetim, 2002: 134). Consumption culture means the increase of cultural exchange and interaction between people of the world, and this process drives change on local cultures. The notion of consumption culture, as is known, “defines a situation in which marketing of goods and services and the orientation towards their consumption becomes dominant in modern capitalist societies.” (Mutlu, 1998: 338). Here, local appeals reflect not only social positions, but also social values of the consumer and individual lifestyles. (Taylan:2008,73-109)

## II. LOCALNESS VERSUS GLOBALNESS IN GLOBALIZATION

Globalization has created an advertising approach which sees differences in culture, identity and language as richness and argues that social objects can be also bought or sold as products. In parallel, advertisements appear to be a form of perception and reflection which presents all extreme, local or novel cultural and linguistic issues in a fantastic subjective understanding. “**Think global, act local**” argument is revealed by Backer Spielvogel Bates Worldwide Agency for the first time. Agency director Carl Spielvogel made explanation that “Globalization does not mean that there are not differences between the markets or these are not important. European cultural mosaics could not be disregarded entirely at any time, should not be ignored as well. The advertisers and the others should not pretend not knowing certain local conditions, language of the country, their traditions and habits. Diversity should be respected. (...) Because all kinds of sales action is a local action” (Russell IT., Lane W. R.,: 1992). The multinational global corporations started to use the global brands in the advertisement communication with **local arguments**. When the global brands enter the new markets, in addition to knowing the mentioned market structure, it is also necessary to analyze the cultural values, language and family structure of that country very properly as well. At this point, importance should be attached at the local arguments which take part in the global advertisement campaigns and while preparing these works, the fundamental strategies of the brand advertised should not be ignored and it is required to make advertisements which will be prepared with a creativity which is appropriate for that country. We encounter the “Locality argument” as a successful strategy which catches the target audience in the global advertisement works. The characteristics which belong to the advertisement strategies of the global brands are applied in the same manner in all of the world countries. With the ground of being the only market, the arguments in the advertisement notifications are in the nature of continuance of the **corporate identity**. Positioning the product and brand in the same manner will give rise to the different reactions of the different countries. (Aaker ve Joachimsthaler, 1999:137) The best example of the difference of a brand between countries is that; while Honda is one of the first preferences of the consumers in the developed countries, it is considered only as one of various automobiles in the developed countries. Performing the works which are directed at the brand image with intensity with the global campaigns could be explained as the presence of differences from country to country, and the expectations and understandings of the target audience differentiate. The “single concept” opinion which is prepared for the world markets by the global brands or a characteristic which we say with the product could not be valid for each country. One of the most important problems which could be encountered in the global advertisement works is the name and structure of the product advertised. (Elden,2003:127) It is determined that the global brands exhibit 2 approaches in order to overcome these problems. One of them is the preparation of a new type of the product as special for that country only and then making advertisement of that. As an example of that, KöfteBurger of McDonald’s or Alaturka Cips of Doritos could be shown as examples. The **local arguments** of a global brand are realized only in two products which are prepared as special for Turkey. As another method is; not preparing a different product for that country, but forming a theme, image belonging to the advertisements which will be published in that country of the product. The product is same, but the presentation is different. It is promoted with the local characteristics with the motifs which are special for that country. For example, in the same manner, Coca Cola addresses the Turkish market with the local motifs and the themes which could influence the Turkish people. An image which belongs to the product is formed by means of showing the product while consuming in Ramadan month in the advertisement notifications, family structure, religion, traditions of the Turkish people. For such advertisements, Lay’s Crisps advertisement could be shown as an example. These advertisements in which the motifs and themes which are special for Turkey only show a good example for the local argument of the global brand for Lay’s crisps only.

## III. SEMANTIC ANALYSIS OF AN AD: LAYS ADVERTISEMENT



Figure:1

Lays is a potato crisp product of Frito-Lay company which is produced in its factory situated in Turkey. There are a cook and Ayse Aunt characters in the advertisement. The cook slices the potatoes to fry them in the kitchen. Ayse Aunt from Ödemiş requests the cook to slice the potatoes thinner again and again. However, the cook could not slice the potatoes in the required thickness in any manner. In the end, Ayse Aunt explains how to prepare the crisps and then puts the Lays product in ready package in front of the cook.

**Cook:** - Dear women, we have a recipe from the materials which are present in our kitchen today. Our main materials are potatoes, vegetable oil, salt. Can I take the potatoes?

**Ayşe T:** - Here you are.

**Cook:** - Firstly we slice the potatoes finely.

**Ayşe T:** - It is done properly. Just thinner. Stop that. We take them and slice them thin, fry them in vegetable oil, then add salt on them and eat them with its natural taste. Just eat them. Close the program now.

**Cook:** - Okay bon appetite.

**Ayşe T:** - Eat Lays naturally.

The visual, linguistic and cultural characteristics which are used in the advertisement of Frito-Lay which is a global brand are local in nature. A character named Ayse aunt with her local dressings, pantalets and headscarf from Ödemiş district of Muğla province in Aegean Region promotes the product. Ayse aunt realizes the promotion with an argument including her own regional dialect characteristics (such as, *dur bakam.., buncazlarımı alıyoz, ... kıyıyoz, ... kızartıyoz; bö:lü bö:lü yiyoz; yin gari*). In particular, the expression of “yin gari” is used in slogan form. Local dialect of Ödemiş district of Aegean region is in the nature of local argument of the global brand. (Şen, 2008:1) Colors are more influential than the other elements which are used in communication. Assigning meaning to the colors shows difference in each culture, community or individual. Using the green color on the packaging of the product refers to the natural characteristic of Ayşe aunt who promotes the product. Aegean region dialect of the Turkish language is used as promotion language in Lays advertisement. We encounter globalization and locality as an element which catches the target audience in addition to contradiction. In this advertisement notification, the “call function” which is revealed by R. Jakobson is seen. The product undertaking is given to the buyer with the sentence “yiyin gari” in the advertisement. However, while the English brand of the product emphasizes the characteristics of being an international common communication tool of the English language in the globalizing world, the local cultural elements and local language also emphasize that the product is a crisp which is made of potato which is cultivated under natural conditions. The social meanings of the local indicators (regional dialect, social geographical identity, local/rural dressing) form the side meanings of the advertisement. In the promotion of a English branded product, Turkish local indicators are used. Because of this reason, using the cultural and linguistic indicators in the advertisement is an imagination stating that, from the watcher point of view, while the product brand is foreign, the product itself is made of the potatoes which are cultivated by the people from us, in our own lands. Frito Lay, which is a global brand, preferred a local linguistic argument in the promotion of the product. Lays forms a good example in preparing a special product for that country only and making its advertisement.

#### IV. CONCLUSION

The globalization process reveals new cultural confrontation opportunities as never before for the individuals or communities within the multidimensional economical habits caused. The most visible carriers of these opportunities in symbolic meaning are the international actors and global brands which form global chains of consumption. The global advertisements started to be used more frequently each day for the products, services or brands which are marketed globally and used more frequently with the **local-argument** advertisement strategies which are newly recognized and gained importance today because of the reasons such as being the world an increasingly greater market. The global brands are in the position of taking up the principle of acting local as “**reality**” and complying with that. The argument that “**World is a small village**” also differentiated with the developing world conditions. The human being with the high feeling of belonging formed some **new villages** with different cultures, different beliefs, different traditions and customs; special characteristics of the cities, countries, continents and nations. As a result, although the global brands and local dynamics seem to be against each others, the inevitable relationship and interaction of the global and the local conclude with the conversion of both of them into each others gradually.

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