

Chapter 3

Global Narratives in Asian Countries

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ABSTRACT

In recent years, transmedia storytelling has gained a new dimension along with developing technologies. In Central Asian countries, where local values are strongly observed, the extent of local values' impact on transmedia storytelling has been a considerable dispute. In this chapter, the application of the concept of transmedia storytelling and transmedia narratives in advertising campaigns in Kazakhstan and Kyrgyzstan was explored. In the theoretical part of the research, the application of transmedia storytelling and transmedia narrative in narrative advertisements was examined. In the practical part of the research, a qualitative research was carried out to investigate the advertising campaigns realized in the framework of transmedia storytelling in Kazakhstan and Kyrgyzstan. In the survey of established advertising campaigns, the implementation form of a transmedia narrative has been examined, and evaluated through the transmedia narrative perspective.

INTRODUCTION

Local stories are considered as an important part of cultural peculiarities of the societies. These stories represent magic world of the heroes' mysterious lives who bring societies closer with the help of the narrators. More and more people have been affected by the technological progress. While the spread of legendary, epic and fairy tale heroes was realized through oral narration from generation to generation, the transmission of the narratives through communication tools has provided new ways delivering the stories to the audience. The stories narrated in every period of history have affected people by their peculiarities and have continued to be transmitted orally from generation to generation (Dönmez & Güler, 2016, p. 156). It has been noticed that the storytelling technique has been affecting a broad universe via modern communication means at present time. In this age, where different stories exist in different cultures, and these stories regarded as one part of each cultures' asset have been presented to the public via these modern means of media.

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The tales of the Kazakh and the Kyrgyz people are among the most interesting works in world literature. As far as the Kazakh and the Kyrgyz used to lead nomadic way of life, the oral culture was developed well. The stories were orally told from person to person. Vast expanses, high mountains and nomadic lifestyle of the Kazakhs and the Kyrgyz became the source of their stories. The nomadic free lifestyle was an important part of their culture. This type of lifestyle became the source of their verbal cultures and hence, the richness of their oral stories. Radloff (2017) noted that the Kazakhs and the Kyrgyz used to live freely and independently in a wide geographical area. Before joining the Soviet Union, these nations lived their golden ages of oral culture and the stories were orally transmitted from generation to generation.

Alkaya (1999, p. 253) states that stories such as AimanSholpon (AymanŞolpon), ShakirShekret (Şakir Şekret), Bozoglan (Bozoğlan), Kozi kopersh and Munnlik (Kozı Körpeş ve Munnlık), Zaklik (Zaklık) are the stories that describe Kazakh culture. As for Kyrgyz works, epics such as Kojajash (Kojajaş), Er Toshtuk (Er Töştük), Zhanysh Baiysh (Canış Bayış), Er Tabildi (Er Tabıldı) and Sarinci-Bokoi (Sarinci-Bököy) that reflect heroism, mythological and social life played an important role in affecting people's ideology (Jusupov, 1999, p.6). Many epic stories and legends became masterpieces of Kyrgyz storytelling. Stories were spread to the public by the poets. Well-known Kyrgyz poets, such as Arstanbek, Moldo Kylych and Moldo Niyaz used to transmit their stories to the public orally. (Ploskix, 2004, p. 211).

After 1991, along with the separation from the Soviet Union and gaining independence, the construction of private television and radio stations in Kazakhstan and Kyrgyzstan was realized that shifted the people's views to positive direction. Especially after 2000, the investments made in communication technologies provided new opportunities for the communication. In the same years, mobile phone utilization and increasing number of Internet users speeded up the interaction among people and provided the society with digital culture. The rapid penetration of digital media, such as smart phones, tablets and social media networks led to rapid changes in people's lifestyles. In that period, the transition from oral culture to digital culture led to rapid changes in Asian people's lifestyle. People who used to listen to narrators like 'Manaschy' now started to listen to the same stories from television, radio, and internet or from social media networks. The Kazakh and Kyrgyz people got adapted to transmission process of traditional narrative forms to digital forms in a short period of time. As a result, commercial organizations operating in these countries benefited from this digital transformation and from each of the digital media tools with the purpose of increasing sales in their commercials.

The Kazakhs and Kyrgyz who changed the nomadic lifestyle to settled way of life have been trying to maintain their customary lifestyles in everyday life as well. National games, one of the most important values of nomadic life are among the indispensable elements of their social and cultural life at the present. For this reason, companies that aim to gain benefit via advertising own products, use stories reflecting those national games in order to draw attention of the audience. Strategies of advertising using transmedia storytelling have been developed to stand out among thousands of goods and to attract the public attention.

THE CONCEPT OF TRANSMEDIA AND ITS DEVELOPMENT

Nowadays with the growth of production, the formation of a highly competitive environment has caused the consumers to be exposed to hundreds of messages and thus, they stay insensitive to these messages. The companies are to establish good relationship with customers in order to stand out among other com-

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