

A close-up photograph of Sacha Baron Cohen as the character Borat. He has dark, curly hair, a prominent mustache, and a wide-eyed, intense expression. He is wearing a light blue suit jacket over a dark blue shirt and a tan tie. He is holding a small American flag in his right hand. The background is a plain, light-colored wall.

BORAT

OR

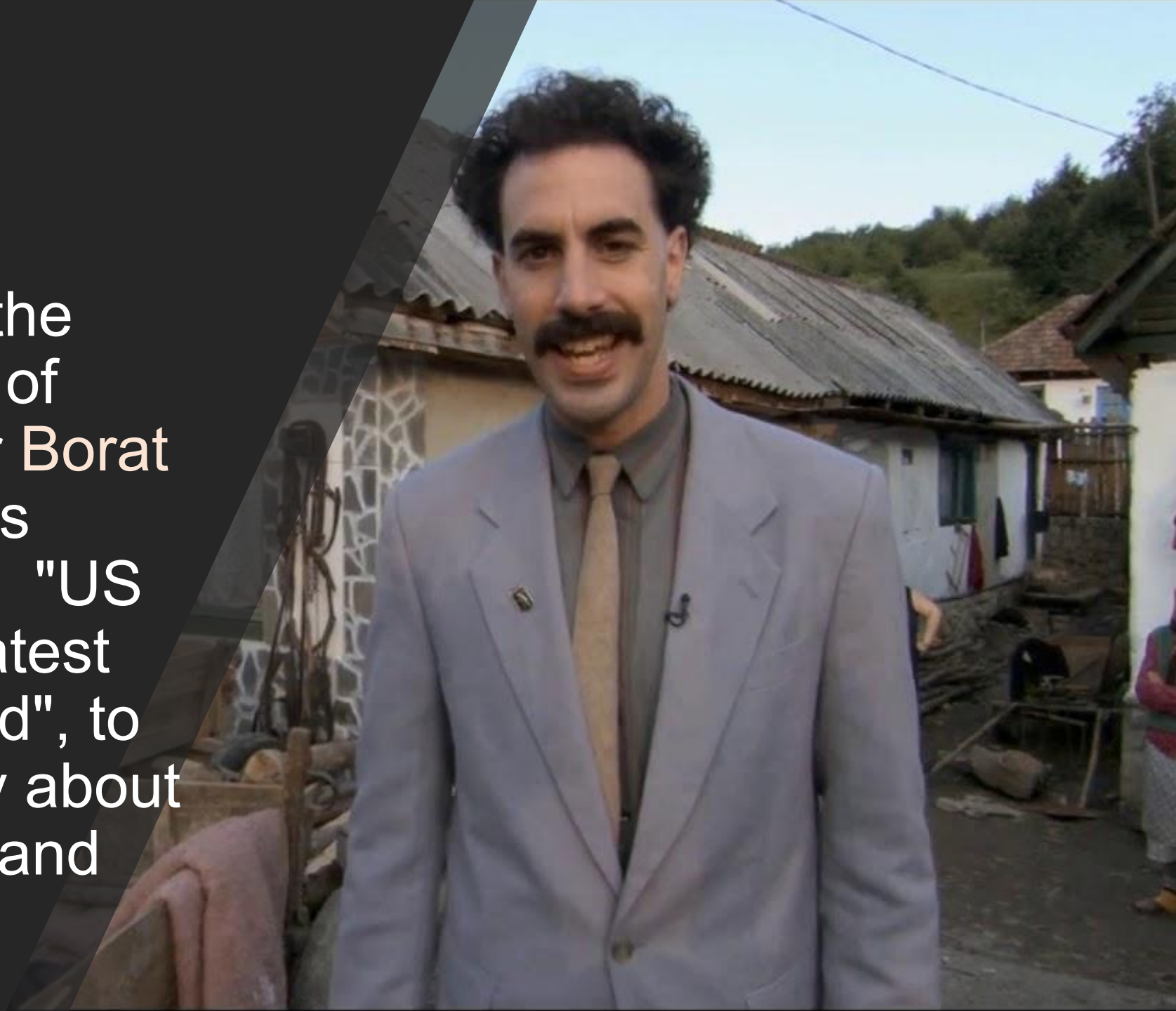
HOW THE FILM CAN AFFECT THE FLOW OF
TOURISTS

VOCABULARY

- **Flow** — [fləʊ] - поток
- **Behest** — [bɪ'hɛst] - поручение

PLO T

At the behest of the Kazakh Ministry of Information, reporter Borat Sagdiyev leaves Kazakhstan for the "US and A" - the "Greatest Country in the World", to make a documentary about American society and culture.





KAZAKHSTAN IN THE FILM

Kazakhstan is depicted grotesquely in the film. It showed poverty, problems with housing, sexism, fake customs (like drink old horse's urine) etc.

THE REASON WHY SACHA NOAM BARON COHEN CHOSE KAZAKHSTAN

“I chose Kazakhstan because it was a place that almost no one in the US knew anything about, which allowed us to create a wild, comedic, fake world. The real Kazakhstan is a beautiful country with a modern proud society, the opposite of Borat's version.”





THE FLOW OF TOURISTS

In 2012, the head of the Republican Foreign Ministry **Yerzhan Kazykhanov** said that since the release of the film, the number of tours to Kazakhstan has increased dramatically.

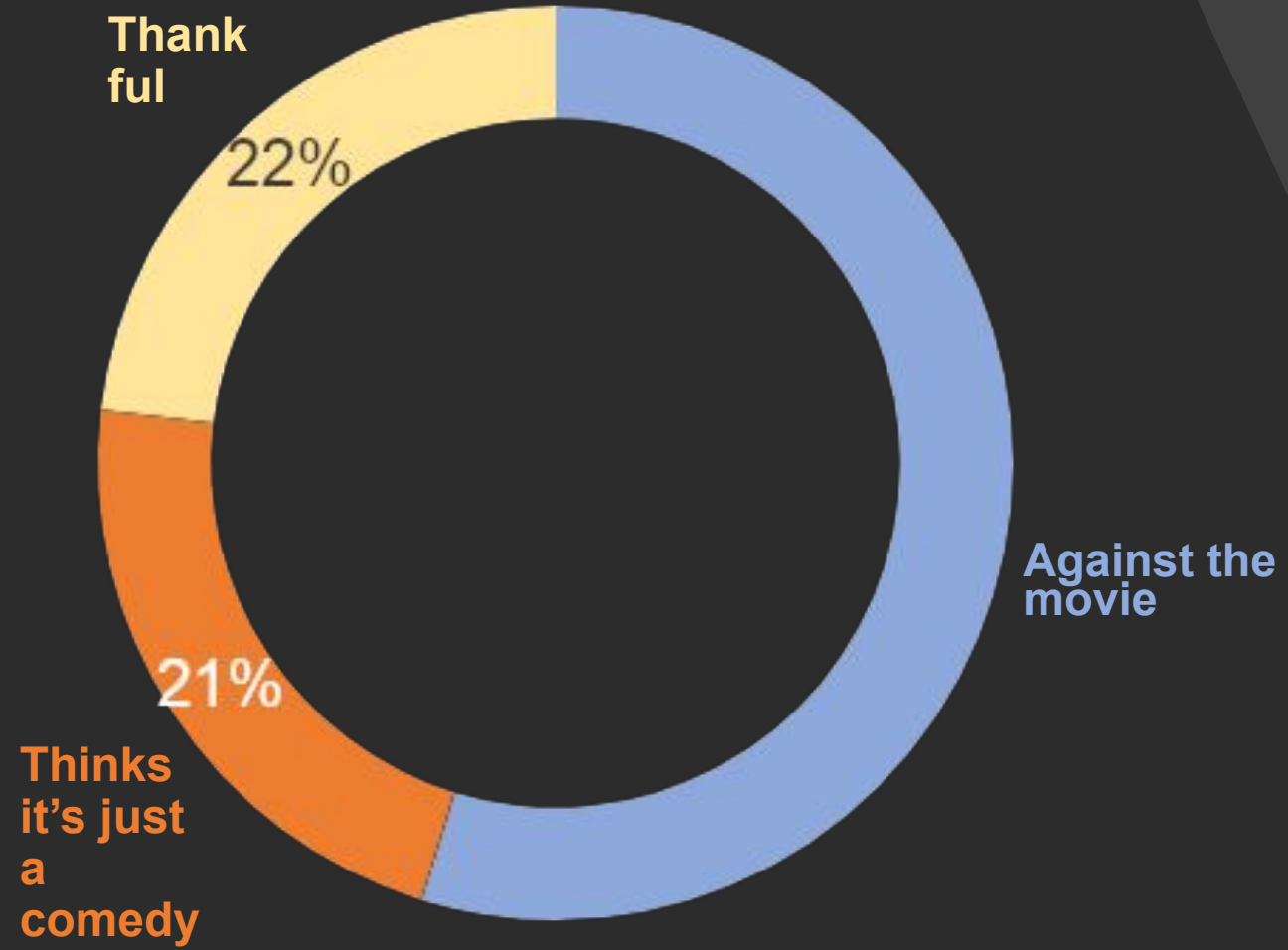
"With the release of this film, the number of visas issued by Kazakhstan has increased 10 times. This is a great victory for us, and I am grateful to Borat for helping to attract tourists to

IN FACT

After the release of the film for 9 months of 2006 year, the number of tourists increased by 31.5% (compared to the same period last year), and the number of visitors amounted to over 3.9 million people.

BUT

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BUT

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There is a problem because more than a half of Kazakhstanis consider that movie discredits Kazakhstan, while others are thankful for the fact that more people will learn about the existence of Kazakhstan.