

THE ROLE OF ADVERTISING IN SHAPING THE WORLDVIEW OF MODERN YOUTH

Ilyas Kuvandykov

Uzbek state University world language Republic of Uzbekistan.

Abstract:

The present article highlights the importance and role of advertising in shaping the worldview of a person, especially young people at the current stage of reforming society, its influence on the development of individual thinking through visual memory. It also analyzes the factor of national mentality in the advertising space.

Keywords: advertising, Uzbekistan, advertising activity, Central Asia, public opinion, visual space, public advertising, advertising market, worldviews, spirituality, democratization, visual memory, visual thinking.

I. INTRODUCTION

A characteristic feature of modern advertising in the countries of Central Asia and in particular in Uzbekistan is its acquisition of a new role as a result of involving its capabilities in the spiritual sphere - in the sphere of forming the worldview of young people. The essence of the new role of advertising is that it has become an integral and active part of the complex system of the information market in Central Asia and Kazakhstan, contributing to the introduction of the ideological values of this society in the minds of young people and, ultimately, have a certain impact on the nature of public relations. Today we can say with confidence that the quality and effectiveness of advertising and information activities directly affects the education of people, and of course, young people.

II. METHOD

The article uses chronological and systematic periodic data, comparative and quantitative methods. The author has worked for a long time in the field of media and ideology, has repeatedly encountered advertising, advertisers, and more than ten scientific papers directly related to this topic, moreover and uses his experience to teach the subject "The role of advertising in shaping the worldview of modern youth". In addition, the researcher used different materials to collect data related to the study.

III. DISCUSSION

The advertising market in the Central Asian republics of independent States and in particular in Uzbekistan began its development after their independence. For 29 years now, we can't imagine our life without advertising. It has become an integral part of the spiritual life of the peoples of Central Asia and Kazakhstan. In the first years of independence, advertising entered our lives with timid steps, and the traces and imprints of Communist ideology were still felt everywhere. Soon the market economy began to dictate its terms and there was an urgent need for advertising services. It is safe to say that advertising is the brainchild of the market economy in Uzbekistan, which began to develop after independence.

The place and role of advertising in the life of society is great and it is being improved from year to year, both in depth and in breadth. Advertising and advertising activities are characteristic of a democratic society; they create prerequisites for the emergence of a market space and require constant, stable development of this market sector. A vivid example of this is the social and political life of the Republic of Uzbekistan, especially in the last three years of its development.

The tasks of democratizing society and expanding the rights of self-government bodies of citizens required further development of public institutions in the Republic. In recent years, especially during the election campaign at the end of 2019, civil society institutions such as political parties, non-governmental and non-profit organizations have turned their faces to the individual. It is known that the object of any advertising is a person, his desires, needs, worldview, understanding of the acceptance of reality. It is safe to say that independence accelerated the development of the individual's self-consciousness and its socialization. On this basis, there is a wide space for educating citizens, especially young people, who make up more than 60% of the population in Uzbekistan, and forming their worldview.

Socialization of the individual can be called spiritual advertising. This process requires that ordinary people themselves create a moral space for themselves, and be able to effectively and purposefully express themselves to improve their lives and everyday life. In this direction it is important that the process of liberalization of society. The liberalization of society and the expansion of the representation of the masses in government made it possible to expand the forms and content of advertising. Advertising, of course, is the PR of a particular service, product of firms and companies. At the same time, each advertisement somehow contains the spirituality and national mentality of the people. The Republic of Uzbekistan is a multinational country and these features of the country are clearly visible in the advertising industry.

Advertising is a source of formation of views and attitudes of people of a certain society on a particular fact. Moreover, the individual's view of this or that subject is also a kind of advertising. Nothing is just posted and put on the visible level of perception, every detail in the visual space in the mental and physical terms "works", i.e. performs a certain task of forming a person's worldview, serves his mental activity, and is aimed at creating a certain opinion.

Opinion is an important factor, a preliminary stage in the awareness and understanding of the fact and events, which means that advertising, is directly aimed at consciousness, at reflection, and in the end, at understanding this phenomenon. In this evolutionary way, it penetrates into the human soul.

In Uzbekistan, the forms and content of advertising are developing from year to year, and there are various ways and means of distributing them. The Cyrillic alphabet predominates in advertising texts, although the share of the Latin alphabet has been increasing in recent years. The content is dominated by business advertising, which is mainly dominated by cellular products. Uzbekistan is currently one of the top ten countries in the world in terms of purchasing mobile communications per capita. Also noticeable are ads for the spiritual values of the people and, of course, ads of a political nature, such as "not the people should serve state bodies, but state bodies should serve the people", "Uzbekistan is a country with a great future", "High spirituality is an invincible force", etc. [1], etc.

IV. RESULTS

Questions of spirituality, morality and enlightenment have been characteristic of representatives of Eastern peoples for centuries. In the Soviet period, with a single, one-party ideology, these opportunities were sharply limited, cut off from their spirituality, and advertising

activities were persecuted. Asserting the identity of a particular people was recognized as chauvinism or nationalism. Therefore, as such, there should have been no socially significant advertising, and it was a dangerous idea for people to even think about it.

Uzbekistan is a multi-ethnic country, where representatives of more than 130 Nations and nationalities live together and build a civil society. Therefore, the advertising policy is conducted in the Republic taking into account this unique factor. According to the law of the republic of Uzbekistan “on advertising” [2], the texts of advertisements are distributed in the state language and repeated in Russian, which as a means of international communication is recognized as the second language in the Republic. Recently, there has been an increase in the translation of advertising text into English. It is appropriate to recall that the Republic has adopted a state program for the study of foreign languages, including English from the primary classes of secondary schools. Learning a foreign language has now become one of the leading topics of advertising in the country.

Any image or text posted on the visual space-that is, in a prominent place has a specific purpose – it must “work”, direct and form the visual memory of a person, have a positive or negative impact on the individual's consciousness. Take, for example, such a lengthy text that hangs before entering the city of Yangier – (Novaya Zemlya, meaning that this city is one of the centers of the hungry steppe explorers)- “ the Hungry steppe was mastered and turned into a flourishing land by the heroic work of all the peoples of Uzbekistan!”.

Every visitor to the city is sure to read this text, which is drawn by the artist's hand against the background of the builders of the hungry steppe. Images of heroes and text remind us of the history of the steppe development and the heroism of the pioneers. Here is the educational role of advertising products! Such examples can be cited quite a few; their role in the education of the young generation is growing from year to year. They can be called public advertising, which is directly related to the creative activity of a person.

The task of public advertising is to exalt his Excellency the man. In the scientific literature, you can often find interpretations of advertising as an economic or business term. Without disputing these explanations, we believe that advertising is one of the means of forming a person's worldview, especially for young people, and this function belongs to the national idea and ideology of the country. Because advertising is a carrier of a certain idea, it shows the national mentality of the entire nation, group, stratum or commercial structures.

For example, with the development of commodity production, the economic role of advertising increases, thanks to which the consumer gives preference to a product when choosing, thereby speeding up the process of purchase and sale. Here, advertising appears as a means of increasing the turnover of capital. Properly organized advertising and information activities in market conditions have an impact not only on the economic system as a whole, but also on industries, enterprises, individual consumers, and through them on the worldview and spirituality of each person. When advertising influences a person through their visual thinking, their position, it becomes an object of the socio-political system.

In the Republic of Uzbekistan, advertising is indeed gradually becoming so. It informs a huge mass of people about the proposed new and better products produced at certain specific enterprises. It plays a key role in the development of the economy and is an important element of it. The most important condition for effective business activity is the creation and production of new competitive products. Thanks to business advertising, medium-sized businesses and entrepreneurship are developing dynamically in the Republic of Uzbekistan.

Thus, 2019 was declared the “Year of active investment and social development “ in Uzbekistan. Simple arithmetic proves what advertising has done for the development of

entrepreneurship in the country. If in 1991 the share of medium-sized businesses in the country's GDP (gross domestic product) was equal to two percent, then by the end of 2019 it reached almost 60 percent. The indicator is impressive and does not need comments. In this case, advertising plays an important role.

Our observations show that advertising is not only a source of information dissemination, but at the same time it directly participates in the formation of a person's worldview and education. It is safe to say that recently it has become a means of marketing, and with good organization and mobilization of spiritual resources, effective business.

According to the results of research by the Uzbek Republican center for the study of public opinion "Izhtimoiy Fikr" (Public opinion) in 2019, the main source of information for young people in Uzbekistan was the Internet and television (89%). In General, in the Republic, public awareness through television and other mass media is growing rapidly, especially the role of the Internet. Currently, more than 20 million people use the Internet every day in the Republic, and their ranks are growing every day, so the latest survey conducted by the center in 2019 showed a sharp increase in Internet advertising.

This indicator makes it possible to represent the scale of the advertising space. However, you cannot consider advertising a panacea for all ills and use it as a fail-safe tool. Effective advertising requires a competent, targeted approach. In order to improve the effectiveness of advertising, a number of measures are being taken at the level of ministries and departments. For example, the Ministry of higher and secondary special education has introduced specialized courses for training specialists in advertising in several higher educational institutions of the country.

Educational and methodological programs have been developed and textbooks on this subject are being prepared. For example, our University studies the basics of advertising and advertising activities in Uzbek and Russian at the bachelor and master's level.

Advertising, as a rule, is the point of view of an individual, expresses the interests of certain subjects, people with their own interests, with a circle of friends and collaborates in the market, and of course, employees of advertising agencies. Targeted advertising efforts should be present both in the field of production and in the field of spirituality.

Without the ability to use the means of advertising, the ability to actively influence the market, to ensure success in the competition not only for sales markets, but also in the education of specific people who have certain ideas that meet the requirements of a specific ideology, is sharply reduced. In this case, we mean specific people who coordinate their interests with the interests of society. Advertising as a social factor is interested in considering this circumstance.

The objectives of advertising on media pages and in the visual space are not similar in form and content, although the goal of these advertising products is the same – to attract the attention of the masses to their products. Our research shows that representatives of advertising organizations often do not know where to start, how to properly develop and effectively implement an advertising company, spending a certain amount of money on it. Of course, there are no unique recipes and recommendations “for all occasions” yet, and they are unlikely to be found in the future, since any “advertising situation” is determined by a unique and never-repeated combination of circumstances. “Advertising can also be a means of promoting ... advertising, turning in this case into a meta-advertising phenomenon; “here could be Your advertising”, - says the phrase on the banner, which emphasizes the ability to carry out advertising. It also advertises, in addition to goods and services, what makes it possible to increase the purchasing power at the “here and now” level and purchase the product offered by advertising – credit. “

Unfortunately, many employees of enterprises and organizations have a poor idea of what the specific goals and objectives of their advertising plans are. We believe that advertising goals should be as specific as possible, but to make them so, you need to understand what advertising can do and what the result of this step will be. For example, banners and billboards dominate the advertising market of the Republic of Uzbekistan. In large cities, tickers with various images and videos are increasing. Innovations are taking forced steps in this area, and this is correct. However, we have not yet fully studied the psychological factor of advertising, which affects the psyche of people in a certain public space. Also an image language sometimes does not combine with reality, as they do not take into account the supply and demand of a particular market and society.

V. CONCLUSION

Advertising will be effective when all the circumstances of the advertising market are taken into account. It is important to take into account the factors of time, time and choice of space. National mentality and spirituality also play an important role in ensuring the effectiveness of advertising activities. Therefore, advertising experts believe that the advertiser should not forget about its three dimensions: time, money and people.

Advertising takes time to get up to speed, especially if it advertises a product that is not often purchased. For a long time, as the amount of money invested in advertising increases, the number of people who are aware of the product increases. Similarly, the number of people who have learned the information believe in it, and want to buy a product and perform the final action – a purchase or spiritual conclusion for further action-is growing. To do this, we once again emphasize the importance of influencing visual advertising media. This group includes print advertising, exhibitions, showcases, light advertising, etc.

Therefore, there must be a change in the goals of time-lapse advertising. First, the greatest efforts should be directed at creating awareness of people and young people about the objects and means of advertising. Then attention should be focused on arousing interest, desire to have and stimulating their actions. That is when the educational or mobilization role of advertising begins.

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