

## SEMIOTIC LINES OF SOCIAL ADVERTISING

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### ABSTRACT:

It was noted that semiotics plays an important role in opening the essence of the concept of social advertising, as well as the views of scholars who have conducted research in this area. Text is considered as a sign in semiotics. The text was created to meet the daily material and spiritual needs of human. Therefore, when we speak about texts, we can understand any known system which was created by man in a special way and consciously, with a purpose in mind. Text plays a crucial role in shedding light on social advertising, ensuring that it reaches the human mind, and revealing its essence. The subject of social advertising that we are studying is analyzed mainly on the basis of Creolized texts. At the same time, social advertising, both verbal and other ways, is used to address the problems that arise in society in the most effective way. Expressive means as well as symbolic signs create the aesthetics of the imaginary image and make both emotional and sensual mechanism work.

**KEYWORDS:** Social, advertising, Semiotics, Creolized, image, sign, , language, idea, word, verbal text, descriptive structure, part.

### SEMIOTIC LINES OF SOCIAL ADVERTISING AND THE CONCEPT OF CREOLIZED TEXTS:

We need to dwell on the linguistic features of social advertising, in particular, the role of the text that is in social life, the way and the means of expressing information. Semiotics is the theory or the subject of the signs which it learns how human communication is developed, how the means

structured, how they accepted and they faced some changes

According to the idea drawn by American psychologist Ch. Morris, researchers who are working in the empiricism of England approached to this theory as a psychological viewpoint. F. Bacon later gave "intelligence in communication" [2] to semiotics and in this process, he paid attention to "pragmatics" because the peculiarity of the communication stands in the same position with that of rhetoric. "Word is one peculiarity of the communication. The word has material significance and so it is used to express and reveal the essence of other material things. Giving names to materialistic things among people counted as a great invention in the past. Therefore, the language which helped to form people's ideas and background knowledge does not exist itself, but it is considered as the shade of relation among other materialistic things". [3]

Certain signs in our language pass different metamorphosis process until it passes the semiotic stages. These are semiotic stages in human society: 1. connected with behavior and action; 2. customs and traditions and religion; 3 scientific actions; 4. literary activities.

Yu. S. Stepanov divided the semiotic processes into two.

#### 1) Progressive semiotic process:

This is the main semiotic process. In this process, "materialistic things" and "concepts" are connected with each other. In general and specific conditions, the group of "materialistic things" is connected with other concepts related to the same group, "concepts" mold

signs in the human mind. Doing this, “temple, the church” – are outer speech signs, and they shape the concept of the “belief”: certain customs and traditions embodied the word “love” in a human’s mind. [4]

## **2) “Paradigms” or “methods” are one of the semiotic group in human society:**

In one position, this group is related to the progressive semiotic process, on the other side, it connects cultural elements with each other. In this way, it is possible to understand the time as connection legitimacy at the same time.[5]

Text plays the main role in advertising. Considering the text as a symbol is the main purpose. This subject plays a broader position and in the majority case, the term “text” is used to understand the verbal step. The origin of the word “text” (it gives “relation, connection” if it is translated it directly) points this term itself in a broad meaning. The word “text” is used the collection of signs which were consisted of the order of contents and interrelations. It is possible to acquire the text and the content in advertising should be clear and short and there should not be word repetition.

Semiotics is not connected with the concept of the text along with natural language. The text is the concept and general essence of having any languages. So, if we look at it from the aspect of semiotics. Texts mean pictures, tables, tones, customs and traditions, cinemas, and others. This plays an important role in advertising. In terms of the above case, the text was created as supporting human’s materialistic and moral necessities. So, we may understand the symbols which are based on somebody’s purpose in a special and intellectual way.

In order to shed light on social advertising, the text is the crucial thing in supporting it to reach a human’s mind and to open the main

purpose. G.I. Bogin stated that in semiotics, the term text can be interpreted in a narrow and broad sense, as a general concept used for the product of human activity aimed at a specific goal. With the “creative ability” of certain texts as cultural elements, a conscious person has an idea of the world around him, of all material things in the social and cultural spheres. French scientist J. Derrida realized the text as a tool for expressing the whole that surrounds us, saying: “There is no reality outside the text, we do not understand exactly that. Without texts, it would not be possible to explain the existence of any cultural objects and human beings created and being created due to human activity, and any phenomenon that surrounds human beings.” [6]. Various cultural artifacts, such as movies, music, photographs, architecture, geographical objects, advertising, etc., are understood and studied as texts.

According to Yu.M.Lotmann, a text is a limited, perfect, one-of-a-kind material concept that has a “boundless” content and essence. At the same time, we can say that such a speech product is not considered a “text” if it is large in size and indivisible if it is not understood as a whole structure if it is not sufficiently explained. Any text in the form of a symbolic system has four distinctive features: the ability to control, any text in the form of a symbolic system has four distinctive features: the ability to control, the sphere of influence, and the number of signs, nature, and function.

The following characteristics which were divided by E. Benveniste can be applied to the desired semiotic system:

1. The ability to control is the ability by which the text (a certain system) affects the human senses, with the help of which a person perceives and feels certain things (through sight, hearing, feeling, taste), and, in part, all the senses, and perceives and understands the capabilities of the senses

as a whole and as a unit of advertising messages or any message that is transmitted to consumers through advertising.

2. Sphere of influence - it is such a sphere, in which systems, signs are accepted, has influence, and exists as a compulsory event (culture, art, understanding of art, linguistics, appearance, music, social sphere, etc.);
3. The quantity and nature of signs - the material representation of letters, sounds, lines, planes, shapes, smells, and the like of infinite color and type, and all these are the products of the system of signs listed above;
4. The nature of the text is the linearity (spread over time and space), expressiveness (descriptive significance), and continuity, broadness (breadth and flatness). Its linear appearance is explained by the desired oral text, expressiveness, breadth, and continuity.

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