

## A LOOK AT ADVERTISING AND THE HISTORICAL FORMATION OF ADVERTISING IN UZBEKISTAN

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### Annotation

In recent years, along with unlimited interest in advertising practice in Uzbekistan, there is a growing need to study theoretical aspects of advertising, including psycholinguistic, sociolinguistic, semiotic and linguocultural aspects.

**Keywords:** advertising history, advertising, text.

The beginning of the 21st century is characterized by the significant influence of advertising linguistics on consumers. Among them, advertising and research on it have a special place as one of the brightest phenomena of our time, characteristic of people of different ages, genders, professions and religious worldviews.

In the 90s of the 20th century, there was a unique advertising outlook among consumers in Uzbekistan. There is a lack of trust in advertisements. Because mainly in the market economy, word-of-mouth advertising took an important place. The main reason for this was the fact that print, TV or indoor advertising was not very popular. Before the 21st century, the socio-social process of the population, the time of our country's independence, and the deficit of the family budget had a significant impact on the popularity of modern advertisements. That is, the ads were shown on TV.

An example of this can be the advertisement of a hand sewing machine in the May 21, 1895 (#20) issue of the "Perevodchik" newspaper, which is devoted to news about the literary and political life of local and foreign countries. On the last page of the newspaper we come across such an inscription: "Dozvoleno tsenzuroyu g. Evpatorii, May 19, 1885. Typolithogr. newspaper. "Perevodchik" newspaper Bakhchisarai". The cited information shows that censorship was not allowed in the components of the newspaper even at that time. Another issue - issue #23 of "Kara kurt" newspaper, published in Tashkent on September 3, 1913, contains summer theater news about the city's cultural life, commercial advertising, we can see the lines "Attention Ladies! I brought from Paris dresses, suits... very beautiful models..." (1,1]

30-40 percent of the population did not own a tv set. During the review of videos of the streets of Tashkent in 1998, I witnessed that outdoor advertisements were not recorded. The development of advertising depends on the social aura and the field of communication of that aura. The proposed advertising product was not sufficiently familiar to Uzbek consumers at that time. Word-of-mouth advertising products are recommended as "trusted", "proven". Since the 21st century, the results of socialization and economic growth have led to the popularization of advertising to a significant extent. In particular, as a result of the socialization of radio and print (outdoor, indoor) advertising, the need for advertising began to be felt among consumers. At the beginning of the 21st century, as a result of the wide spread of wide-format printing equipment in Uzbekistan and the increase in the knowledge of computer specialists, banner ads began to appear. Now, both young entrepreneurs and shop owners are starting to use banner ads. As a result of the large-format banner printing, advertisements with attractive text, pictures and, most importantly, in the Uzbek language began to appear. (Figure 1)



1-figure

Later, after learning about the power of advertising among Uzbek entrepreneurs and its great help for their business, the need for new advertisements began to appear again. Advertising has evolved amid economic growth and economic competition. At the beginning of the 21st century, along with the popularity of print, radio, and TV advertisements, illuminated advertisements (LED) also began to appear. Since 2012, as a result of the introduction of mobile devices based on the Android system, the population's need for the Internet has increased, and Internet advertising has also become popular.

As a result of the introduction of Telegram social network in 2014, the development of advertising-related announcements became widespread. Even advertising channels were opened. This became one of the reasons for the development of Internet advertising in Uzbekistan. Economic growth increases the need for advertising and leads to the emergence of various advertisements that influence the minds of consumers. In increasing the quality and effectiveness of advertising, depending on the audience of consumers, the advertising product becomes attractive. Advertising culture is growing among consumers and copywriters. The increase in the need for advertising, the "successful" or "unsuccessful" output of the advertising product requires advertisers and copywriters to work more on themselves and study the science of the field in depth. In Uzbekistan, research on the science of advertising linguistics was conducted a little later than in other developed countries.

In Uzbek linguistics, the articles "Language of Advertising", "Advertising and Literacy" by A. Abdusaidov, "The Art of Advertising" by F. Muminov, T. Eshbekov, as well as D. Mamirova's master's thesis "Sociolinguistic research of advertising in the Uzbek language", as well as a dissertation of Doctor of Philosophical Sciences in Philology B. Abdullaev under the title "Uzbek Advertising Linguistics: Theory and Practice".[2]

Before gaining independence, Uzbekistan was part of the USSR. In the USSR, only the first approaches to understanding the theory of advertising research have been carried out since the beginning of the 20th century.

The book of N.Abramov "Advertising" published in St. Petersburg in 1911 can be cited as an example. As an example of the theoretical understanding of advertising text during this period, E. F. Tarasov's work "Psycholinguistic features of advertising language" (1974), as well as N. Kokhtev and D. Rosenthal's book "Word in Advertising" can be cited. There were many translated publications of foreign theorists of the market and advertising (K. Bove, V. Ahrens, K. Sandage, R. Reeves, F. Kotler). In addition, books by Russian authors devoted to advertising organizations (M.D. Valovaya, I.A. Golman, I.A. Dobrobabenko, E.E. Starobinsky) [3.1].

1969 1969 color advertising film "Khlopchatobumajnye tkani Uzbekistana" (director - A. Rahmonov), "Chasovye ognya" commercials (director - D. Tolipov) shot by "Uzbekfilm" studio in 1972, as well as

"Soyuztorgreklama" commissioned by "Soyuztorgreklama" An example is the film "Samarkand - the city of trade". According to the data, in 1974 alone, more than four hundred commercial films were created throughout the country.[1.2]

The first research on advertising linguistics "Uzbek advertising linguistics: theory and practice" was conducted in 2018-2020 by B. Abdullaev, and later research was conducted by D. Mamirova and others. This is due to the fact that advertising linguistics is closely related to other disciplines. This showed that there is a need to cover the aspects of advertising linguistics that should be further researched, and in these researches, advertising linguistics is considered as a multifunctional phenomenon that combines information from the socio-economic, socio-humanitarian and socio-cultural plan. Linguists are now able to view advertising linguistics as a new socio-cultural phenomenon that reflects, on the one hand, commercial propositions of a consumer-oriented commercial plan. Advertising products appear as a bright example of applied linguistics. In advertising, linguistics studies mainly the textual aspect.

Text has its role as a key component in all types of advertising. The main goal of the advertising text is to influence the mind of the consumer, to interest him and to form his worldviews, to encourage him to buy. Copywriter-consumer conflict occurs when creating an advertising text in the minds of copywriters, that is, thinking about how the advertising text will be perceived by the consumer at the time of creation. It enters into a discourse with the consumer through the emotionality and affectivity of the speech. It is at this point that the advertising discourse demonstrates the productivity and power of the advertising product. Advertising discourse is a practical and valuable source of information for communication. The task of the advertising discourse is to manipulate the minds of consumers and to form their socio-social intentions, on the other hand, to provide ideological and aesthetic support to the consumer as a subject of mass consciousness about the ideal life aspects of modernity, and to introduce the necessary aspects of the product.

### **Used Literature**

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