



The Important Role of Advertising in the Life of Society

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Annotation: In this article, the owners of certain fields in social life use advertisements as the most effective means of communication. Because today the world is full of new reforms. Its practical importance, explanatory plan, implementation process, of course, cannot be realized without advertising. Today, advertising has become the main topic of scientific research conducted in linguistics, psychology, sociology, journalism, pragmatics and several humanities.

Keywords: social life, a certain field, communication in advertisements, new world reforms, practical importance, linguistics, journalism, pragmatics, humanitarian sciences.

Introduction

Currently, there are different approaches in science to clarify the phrase “advertisement”, on the one hand, such approaches testify to the complex social phenomenon of this phenomenon, on the other hand, the breadth of its meaning, its structure and linguistic features are reasonable.

Despite the fact that advertising in the CIS countries was formed much later than in Europe and America, its position in the development of the economy of our society is of great importance. As the researched process is an important and necessary component of the market economy, it helps to bring the finished product to the market, contributes to its marketability, and at a time when the issue of selling as much as possible, and not producing as much as possible, is given priority, it creates a competitive environment without it unimaginable.

Advertising has come a long way, and today it has become a multifaceted and multifaceted phenomenon, appearing in various forms and genres. Scientists say that “modern man lives under the influence of continuous advertising communication, because he is encouraged to buy countless colorful products and use various services, it must be said that the flow of advertising messages is pressing on the threshold of social life.” Therefore, its study and scientific interpretation is the most urgent problem of today.

Material and methods

It should be noted that its relevance is that the advertising process is both a reality and an activity. More precisely, it is a scientific problem that can be scientifically investigated. In this regard, we have made the social nature of advertising our research object. Therefore, our first task is to analyze the level of its research in science. We will try to explain them as follows.

According to A.V.Olyanich, advertising is “information about the quality of products and services, and it is a form of communication that determines the needs and wants of consumers. Also, advertising influences the human mind and includes a clear communication strategy, using a number of specific methods and tools to spread information about product consumption features and priority types of services, and in order to sell the product and increase demand for it is defined as a tool that provides extensive information about goods or products.”



In order to clarify the advertising event, E.V. Romat thinks as follows: “Advertising is an event consisting of providing a service or promoting an idea using any form of payment on behalf of a well-known sponsor.”

And A. Deyyan comments that “Advertising is a form of communication aimed at gaining wealth, which is carried out using mass media or other types of communication, for the purpose of popularizing an enterprise and a trademark, promoting a product.”

According to E.A. Lazareva, advertising has several forms and forms, including visual signs (advertisements shown on television, advertisements printed in printed publications, advertisements on advertising counters, etc.), symbolic information intended for listening (advertisements broadcast on television and radio), including verbal sign information and other information.

In addition, advertising also reflects communication-oriented features (norms of behavior, actions of characters in commercials)." I. A. Guseynova considers advertising not only as one of the forms of market interaction, but also as a process of disseminating verbal and non-verbal information using language, image, color and various other signs.

According to E.A. Doludenko, “advertisement is a form of information sent to its recipient, verbally or non-verbally directed to a specific goal, the main goal of which is to establish a relationship between the advertiser and the recipient.”

According to L.S. Vinarskaya, “advertising is considered the main part of the trade process and is considered the most important component of the communication established between the advertiser and the receiver.”

A. B. Okaeva expressed the following opinion about advertising: “advertising consists of changing the attitude of the advertiser towards the product by providing accurate information about a product or service to the recipient.”

E.V. Medvedeva considers advertising to be “a special form of mass communication, an event directed to a certain goal and not directed at a specific person, having a certain content, expressiveness and a certain influence, through which a message or text is created, distributed, and it makes the population to make a certain choice gives an incentive to increase” he explained.

According to E.S.Ivanova, advertising is “a specific type of communication, it is a type of communication intended for consumers, published in magazines and focused on a precise analysis of the interaction between the advertiser and the receiver, which includes certain information sent through advertising.”

Therefore, the content of a number of studies conducted in the field of advertising shows that it includes several controversial approaches. Here Uchenova V.V. and Starikh N.V. The following points can be made from the monograph on “History of Advertising.” They say to researchers who are interested in the definition and essence of the concept of advertising: “It is better to approach the topic with scientific accuracy, because the study of any science or scientific process that covers some essence in any shell is carried out in this way.”

Result and discussion

From the research conducted by scientists, it became clear that the content of the definitions of advertising is general, that is, coherent, and they were able to correctly assess the essence. Some say that the vocabulary of advertising has yet to be settled. We think so too. Although this social process was formed in a diachronic aspect, its social function today is very high, that is, it is a multifaceted reality.



It turns out that none of the definitions given to the ad above take into account his diachronic theory. In his time, R. Harvert stated that at least one hundred years are needed for the complete scientific foundation and research of text linguistics. In this, he did not mean any text concept, but scientific and creative activity formed as a process. Including advertising and its text is no exception.

Russian scientist A.V. Ovrutsky, who looked at the concept of advertising as a type of communication and suggested that it should be analyzed as an object of study of philological and psychological sciences, "Advertising usually relies on mass media and aims to create a positive image for the object of advertising or to form consumer reasons. is an impersonal appeal," he says.

The subject of advertising is truly a fascinating science, and it is a complex phenomenon in its own right. This is confirmed by the work of our scientists who are engaged in this field. In our opinion, it is possible to approach different points of view from different points of view, and on the other hand, the subject of advertising is constantly evolving and changing.

We will be able to summarize the opinions expressed by researchers in this area and come to such a conclusion. Advertising is a means of increasing consumer interest in the proposed product, selling the manufactured product faster, and expressing their attitude to the product, as a result of which the product reaches the consumer. Advertising should not only be aimed at satisfying the material needs of individuals and legal entities, but advertising should also comply with the generally recognized rules of morality and spirituality.

Conclusion

It is worth noting that, based on this definition, the characteristic of advertising is its compatibility with mixed nature, because advertising is, without a doubt, an interdisciplinary science. In short, any specialist in the field of advertising, based on his scientific approach to the field of advertising, represents a specific genre of it, and relies on the experience of other scientific fields in his research work. So, advertising forms certain means of communication by influencing a large mass of consumers.

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