

Media Pr and Its Role on the Modern World Stage

Manzura Rustamovna Rustamova

*Head of the Press Service of the Khokim, Administration of the
Piskent district, Uzbekistan*

Abstract: Advertising selects linguistic means for the objective characteristics of a product or service, strengthens a positive attitude towards them, increases confidence in the product, forms the image of the manufacturer, and maintains interest in the activities of the company. This article reflects the role of advertising today and methods of influence.

Keywords: mass media, advertising, PR, impact, information delivery.

Introduction

Today, one of the main directions in our society is the development of the service sector. In this regard, the role of PR is important. PR serves as a source reflecting the state of culture and development in the process of globalization. This, in turn, affects politics, the economy and the media [15]. PR encourages people to buy a product, advertising sets the norms of behavior, influences cultural values and attitudes. PR works as a comprehensive system. By the end of the 20th century, media PR had become a single global industry reaching thousands of people. Today, PR is an excellent field and a product of its own activity, which performs the task of providing the recipient of an advertising message with information about goods or services in order to promote them [14].

Research methodology

The article uses research methods for analyzing documents and literature, observation, interviews, comparisons, questionnaires, forecasting.

Analysis and results

In the last decade, the social way of life and technological development, economic development, the attitude of a person towards himself and his way of life have changed significantly, and the development of new technologies has not only increased the flow of information, but also made it possible to control it. As a result, today information has become not only knowledge, but also a means of forming and developing the material and spiritual needs of a person. Advertising as a carrier of information has won its place in society. Advertising provides information based on the interests and needs of the consumer, nothing more, otherwise advertising can have a significant impact on the lifestyle of a certain audience.

The word "advertising" is a Latin word meaning to shout, shout, call. In 2022, the Law of the Republic of Uzbekistan "On Advertising" was readopted. In accordance with it, advertising is understood as special information disseminated in accordance with the procedure established by law by any means about legal entities or individuals, goods, including trademarks, service marks, technologies in order to obtain direct or indirect profit (income) [1]. Based on today's demand, some changes have been made to this law. At the moment, the law is becoming increasingly important in regulating relations regarding the production and distribution of advertising in our republic. Advertising materials may be provided primarily in the state language, and depending on the desire of the advertiser - in Russian and English. Today advertising is called "PR".

Advertising is a multifaceted phenomenon. S. Shodmonova, a scientist who studied the development and formation of the first advertising in Turkestan, writes: "At the end of the 19th century and the beginning of the 20th century, advertising in various forms began to appear in Turkestan. In 1899, Vedomosti of the Turkestan Region reported on the penetration of the American method of advertising into Tashkent. According to the report, vendors with cigarettes hanging from head to toe could be seen on the streets of the city [14]. According to the publication, this situation is reminiscent of British advertisers Sandwich-man. Cigarette smoking is also allowed free of charge. At the beginning of the 20th century, boards and prisms were installed in the cities of Turkestan, and entrepreneurs placed their ads on them. The Tashkent city administration leased this work to private entrepreneurs⁹." In fact, the history of advertising goes back to ancient times. However, the development of advertising can be observed in the west in the middle of the 19th century. By the 20th century, advertising had become widespread through the mail, radio, television, and mobile phones. Helping in the choice of goods, advertising should serve to improve the mood and culture of speech of the nation. Linguists divide advertising into commercial and non-commercial groups. Non-commercial advertising refers to ideas, initiatives or donations from public authorities to citizens. In commercial advertising, companies offering a product or service focus on informing the public about their brand, selling it, and generating potential customers [2, 3]. Until now, experts have given different definitions of the concept of advertising. According to well-known marketers and linguists, advertising is a flow of various information about the path of a product and service from production to sales and buyers [4, 15, 16, 17].

According to D.Femina, advertising is the most interesting activity that one wants to do [5]. According to D. Ogilvie, "I don't know the rules of grammar... If you want people to buy a product, speak the language they speak every day, speak the language they think. We should try to write ads in the local language," he says [6].

According to A. Azlarova, advertising is an intermediary activity with the aim of accelerating the process of selling goods and services created in the national economy, and provides a targeted meeting between the producer and the consumer in the conditions of market competition [7]. At the same time, advertising is a national concept and a reflection of the mentality of certain countries. The word "advertising" came from a foreign language, and,

firstly, it is information about the types of goods and services, and secondly, it is a message that is distributed in order to make someone or something known.

Another opinion about advertising says that "advertising is one of the areas where language is used as a means of communication, the purpose of which is to attract the attention of the buyer and encourage him to act." The difference between advertising and other means of communication is that advertising appears when it is undesirable, even in most situations where there is no direct communication with the consumer, it can affect the addressee even if there are competing advertising messages, as well as when there is mistrust, inattention and negative attitudes in the flow of information" [9, 18].

Different needs influence the choice of the topic of advertising and form a single content of the motives of everyday activities, and at the same time determine the worldview of society. Of particular importance are works that study the strategic and tactical features of advertising impact, which consider the motives and needs of advertising, the vital needs of people, behavioral stereotypes, various advertising texts, the main topics that allow you to create advertising texts. language forms of information functions implementation are of great importance.

The advertising strategy shows the most important needs of people, the features of the advertised product or service suitable for them, the benefits, usefulness, compatibility, safety, convenience. Therefore, a discursive analysis of the advertising text is considered important, which helps to shape the needs of society. Advertising serves almost any sphere of human social activity and introduces its production product, technical innovations, services, social, economic, cultural events or initiatives.

Advertising helps buyers understand what to buy and why they need it. In recent years, the following types of advertising distribution have been discovered in the world. Mainly:

- Information and promotional materials: information letter, booklet, brochure, catalogue, calendar, brochure,
- Exhibitions, presentations, seminars,
- Advertising in periodicals: newspapers and magazines,
- Direct mail,
- Display advertising (showcases and showcases installed inside the store, exhibitions of goods in other public places),
- Illustrated advertising (showcases, posters, advertising plates, announcements, advertising on transport),
- radio advertising
- Oral advertising: personal communication or by phone,
- Television advertising: advertising, advertising, video, video film, documentary,
- advertising games: free lotteries, quizzes, contests,
- Gifts: bonuses for customers, distribution of product samples, packages, bags, caps, t-shirts, etc.
- movie advertising

- Internet advertising,
- Advertising in social networks (messenger, Facebook, Instagram, Whatsup..),
- Outdoor advertising is one of the most popular ways of advertising and is an effective means of promoting a product. Signboards, banners, posters, billboards, panels, illuminated signs, plates, screens with static or moving images are becoming an integral part of the modern urban landscape.

Conclusion

Psychologically and sociologically, advertising activity is studied as a conscious or unconscious impact on the human psyche; from a philosophical point of view, advertising is understood as a component of a social institution aimed at meeting the material needs of people in the process of general civilizational development. Advertising, as a mental expression of the individual, creates a kind of pragmatism that determines the most effective ways of coordinating the means to achieve the goal [11]. This area studies not only the satisfaction of people's material needs, but also their consumer experience, the impact on the socio-cultural lifestyle, the characteristics of cultural groups, the impact of the perfect advertising image on cultures. This area has been empirically developed in sociology, in which advertising is seen as a complex form of information transfer carried out by powerful specialists through the mass media, which has a perfect functional structure that affects the social lifestyle and needs of people [12]. A distinctive feature of the sociological analysis of the advertising industry is that it is studied as a means of controlling public consciousness, as a means of changing the level of mass consumption, which has a wide impact on society [13]. In addition, advertising effectively uses the image of the necessary raw materials, products, socio-economic gaps, the emergence of a modern lifestyle, the work of fathers, women with children and housework, people who think about their health, etc.

References:

1. Ўзбекистон Республикасининг “Реклама тўғрисида”ги Қонуни, 07.06.2022 йилдаги ЎРҚ-776-сон. <https://lex.uz/docs/6052631>.
2. Туркистонда илк рекламанинг шаклланиши ва воситалари, https://www.uzanalytics.com/tarix/7015/#_ftn4
3. Vestergaard T., Schroder K. The language of advertising. – Oxford: Basil Blackwell Publishing Company, 2002. – 196 p.
4. Котлер Ф. Маркетинг-менеджмент. - СПб.: Питер-Пресс.1998. – 699 с.
5. Батра, Раджив, Айерс, Джон Рж,Аякер,Девид А.,Рекламный менеджмент.М.:СПб,К. “Вильямс”2000 – 5 с.
6. Огилви Д. Тайны рекламного двора. 2009. – 28 с. www.koob.ru.
7. Азларова А.А., (2005). “Товарлар рекламасини ташкил ва самарадорлиги(Ўзбекистон корхоналари мисолида)” дис.иқтисод.фан.номзоди: Т.-2005. – 7 б.

8. Пирогова Ю.К. Рекламный текст: семиотика и лингвистика / Ю.К. Пирогова, А.Н. Баранов, П.Б. Паршин. М.: Международный институт рекламы; Издательский дом Гребенникова, 2000. – 270 с.
9. Рекламный дискурс и рекламный текст (2-е изд.): колл. Монография/Карасик В.И., Олянич А.В., Красавский Н.А., Жирков А.В. и др./ науч.ред. Т.Н. Колокольцева. М.:ФЛИНТА: Наука, 2011. – 38 с.
10. Белозерова, Е.В. Реклама как жанровый метаконцепт (на материале современной русской лингвокультуры): автореф. дис. ... канд. филол. наук: 10.02.19 / Белозерова Елена Витальевна. – Волгоград, 2007. – 22 с.
11. Орлова, Н.В. Реклама в пространстве информационного общества: автореф. дис. ... канд. филос. наук: 09.00.19 / Орлова Наталья Викторовна. – Саратов, 2007. – 17 с.
12. Penn M., Zalesne E. Microtrends: Surprising tales of the way we live today. Lnd.: Penguin Books, 2007. – 38 p.
13. Махмудова Умида Урал Қизи, Реклама матнлари таржимасининг лингвомаданий ва услубий жихатлари, Филология фанлари бўйича фалсафа доктори (PhD) илмий даражасни олиш учун ёзилган диссертация, Қарши, 2021.
14. Rustamov, K. J. (2021). Innovative Approaches and Methods in Teaching Technical Subjects. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(5), 1861-1866.
15. Rustamov, K. J., Komilov, S. I., Kudaybergenov, M. S., Shermatov, S. X., & Sh, S. Xudoyqulov. Experimental Study of Hydraulic Equipment Operation Process. *Construction Mechanics, Hydraulics and Water Resources Engineering*. -pages 5, 2021-year.
16. Rustamov, K. (2022). The Mathematical model of a positioning hydraulic drive: Mathematical model of a positioning hydraulic drive. *Acta of Turin Polytechnic University in Tashkent*, 12(2), 76–81. Retrieved from <https://acta.polito.uz/index.php/journal/article/view/170>
17. Rustamov, K. J., & Tojiev, L. O. (2022). Types of Steering and Their Design Aspects. *Indonesian Journal of Innovation Studies*, 20, 10-21070.
18. Rustamova, M.R., (2021) Piskent Region: Investment Opportunities, *South Asian Journal of Marketing & Management Research*, 11(7): 10-12.