

# MAIN DIRECTIONS OF DEVELOPMENT OF SOCIAL ADVERTISING

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## Abstract

In world practice, the production and distribution of social advertisements is carried out free of charge, in charitable ways, and only a certain part is financed by the state. Most of the social issues raised in social advertisements have a history of almost half a century, including drug addiction, alcoholism, children's problems, the need for the poor to get higher education, pension issues, the fight against forest fires caused by careless handling of fire, nationwide population registration, violence against children in some families and other social problems.

**Keywords:** Social advertising, complex character, Socialization, stratification, consciousness and values, phenomenon, dynamic phenomenon, social advertisements, social, demographic.

## Introduction

Advertisements created by social advertising campaigns are considered to have a nationwide distribution. In this form, in the 1980s, social advertising was carried out to combat AIDS, aimed at the use of condoms in casual sexual intercourse. In this case, all organizations in the country supported this initiative, and materials on this topic were published on the front pages of a number of large newspapers. National social advertising campaigns are funded by the state budget, but the state's participation in this campaign is limited. In most cases, private initiatives are common in this type of campaign. In this form, social videos on the relevant topic are shown on TV channels for free airtime, and celebrities also participate as volunteers during the social campaign. Popular singers donate the proceeds from their concert programs for the treatment of sick children. In Uzbekistan, a period of large-scale development of some charitable campaigns in this direction is also beginning.

Economic advertising is aimed at promoting economic achievements. In this type of advertising, sharp changes in the fate of the economy are reflected. The goal of social advertising is somewhat different. Social advertising is aimed at improving a certain way of life, promoting major social achievements that reflect the lives of millions of people. Therefore, social advertising figures, in turn, try to attract the attention of the general public to certain social situations by convincingly presenting their own lives as an example.

From this point of view, social advertising is largely reflected in the form of ideological content. Advertisements of this type are reflected in a fragmentary manner and are rarely



reflected in a clear way. On the contrary, they are created based on the general climate, in a situation where the atmosphere has an imperceptible and simple effect on a person.<sup>1</sup>

Social advertising can also reach a person through his habits, that is, from the inside. In this case, a person accepts new standards and independently discusses, determines what path or what to choose. In this form, social advertising creates mechanisms for people to gradually adapt to certain conditions in society, forming a person's own views on certain situations. All this imperceptibly affects the formation of a person's consciousness, worldview and forces him to adapt to the standards of society.

First of all, social advertising aimed at the public is aimed at drawing attention to situations related to environmental hazards. In this form, in European countries, including Sweden, the Greenpeace organization is actively working in this direction. This organization carries out many social advertising campaigns on a large scale around the world, including social advertising aimed at protecting sea cats, which were endangered due to hunting for their fur in 1982, and a campaign aimed at protecting whales in 1986, which resulted in the signing of the International Convention for the Restriction of Whaling, which was signed by representatives of many countries.

Since the 1990s, a long-term campaign has been launched against the production and cleaning of the North Sea from industrial waste, including the storage of nuclear waste at the bottom of the sea. A desirable initiative of this kind is carried out using various social advertising tools. In some cases, this direction also uses methods of attracting public attention to the problem using situations that violate moral and ethical standards in society. For example, in 1994, social advertisements appeared in large cities in Norway, depicting completely naked girls. These advertising posters were accompanied by texts such as "We can walk naked, but we will not wear clothes made of animal fur."

The raising of environmental issues in social advertising is classified into a number of areas. Here, issues such as anti-nuclear weapons, the use of nuclear power plants, deforestation, and the prevention of pollution of water bodies with industrial waste are raised. Few people can remain indifferent to the following social advertising television spot created by the Greenpeace organization: "If we do not think in time, only relatively advanced animals will be able to live on Earth." This social advertising spot shows a girl appearing on the screen turning into a spider against the background of a nuclear explosion.

In 1998, at the international competition held in Cannes, the jury awarded the Golden Lion to the authors of a social advertising spot created by the BBDO agency. The social advertising shows a cut in the trunk of a perennial tree and the annual rings reflected in it, indicating the age of the tree. In the first frame, the annual rings are indicated by an arrow and the following text appears: "Napoleon's birthday". The arrow in the second frame indicates Van Gogh's birthday, and the third corresponds to Einstein's birthday. The fourth frame completely disrupts the continuity of the frames in this sequence. The arrow on the last annual ring of the tree reads:

<sup>1</sup> Каранг: Гермогенова Л.Ю. Эффективная реклама в России. Практика и рекомендации. М., 1994.



“Birthday of the puppy who cut down this tree”. In the fifth and final frame, the text “Stop deforestation” appears.

Currently, one of the most pressing social problems in European countries is the protection of the population from drug addiction and AIDS. The fight against such social threats is complex. First of all, actions against these vices in society consist of providing first aid to infected people and timely psychological support. Of course, social advertising is not considered a last resort in this process. Through social advertising, work is being done to educate the young generation about the consequences of promiscuous sex and the consequences of "trying" marijuana, thereby creating a conscious attitude towards these problems and protecting them from them.

In England, France and Scandinavian countries, the creation and distribution of this type of material is directly financed by the state. In Great Britain, a Central Information Office was established, which is specially engaged in social advertising. For example, in 2001, about 150,000,000 pounds sterling was spent on social advertising in England. Many people, including members of the royal family, actively participate in various charitable events across the country.

In Western countries, the use of humorous images in social advertising - the use of comics in the form of laughter at extremely serious socially dangerous situations - is also common. This form of social advertising plays an important role, especially in the fight against AIDS, in revealing aspects related to sexual relations. In European countries, the widespread promotion of abstinence from casual sexual relations for the purpose of preventing AIDS caused public opposition. However, this situation has now been positively and consciously accepted by the public.

Currently, the world community is aware of the serious social problems facing humanity, such as the fight against AIDS, the problem of drug addiction, and the depletion of natural resources. In this regard, social advertising is currently given a large place within the framework of many joint charity projects organized on a European-American and Russian-European scale. One of the campaigns of this kind is the “Anti-Smoking” campaign, dedicated to the prevention of smoking, which is considered one of the major global social problems.

The country that is leading in this direction is Great Britain. In England, a non-smoking employee in an institution has the right to demand compensation from a smoking colleague in the amount of 25,000 pounds sterling or more through a court.

One of the most unique campaigns against smoking was carried out in France in 2000. At the same time, new information was presented to the public through television programs and a number of newspaper publications, namely, the presence of very harmful substances in the composition of some consumer products. However, this product was kept secret. Also, free telephone numbers were announced for people in danger to call in order to get information. Should there be any doubt, calls to the announced telephone numbers immediately flooded in like a storm. However, it was about ordinary cigarettes. This kind of advertising trick attracted the attention of the entire public to a pressing social problem. This is one of the unique methods of direct social advertising.



In some European countries, relatively strict penalties have been introduced against smoking. For example, in Norway, it has been established that smoking is not allowed anywhere except in one's own home and car. Similar regulations have also been implemented in Ireland and Bulgaria. In Italy, smoking has been banned in public places, workplaces, bars and restaurants, and government institutions since January 2005. Smoking is only allowed at home, on the street, or in designated areas, according to the law.

According to the Internet, in the framework of the anti-smoking campaign in Taiwan, an X-ray image of the lungs and internal organs damaged by nicotine was placed on cigarette packs. Although this is indeed a somewhat alarming situation, it can be noted that it is an exceptionally brilliant idea.

The problem of immigrants is also currently relevant in Europe. This problem requires serious discussion in Russia, America and especially in European countries. After the terrorist attacks on the United States on September 11, 2001, and the US operations in response to it in Afghanistan and Iraq, relations between representatives of different nationalities and religious confessions in European countries have become complicated. In such situations, social advertising should be directed towards promoting tolerance, mutual respect and tolerance. The UN High Commissioner for Refugees is engaged in the protection of the lives of immigrants, including refugees. However, this certainly requires the help of social advertising to accelerate the adaptation processes of these people among the indigenous population in certain regions. Social advertising is fully capable of helping in this case.

The above-mentioned UN High Commissioner for Refugees is not only engaged in the delivery of food and other essentials to refugees and immigrants, but also in the dissemination of information on various topics in order to guide their minds in a positive direction. In this regard, for example, one of the social advertising posters depicts six frames of children engaged in various activities, one of whom is playing, the second is dancing, and the third is doing gymnastic exercises. Under this image is the following inscription: "Albert Einstein is a physicist", "Sigmund Freud is a psychologist", "Rudolf Nureyev is a dancer". And the general inscription contains the following idea: "All these people were refugees. Today we are trying to return millions of refugees to normal life".

Along with the refugee problem, the issues of combating racism in accordance with the UN Convention on the Elimination of All Forms of Discrimination are also promoted in social advertising. This type of social advertising began to develop in the United States in the 1960s. It is also periodically highlighted in the European region with initiatives aimed at harmonizing relations between human races. One of the events that gained wide popularity among the general public in this direction was the exhibition of artists from the left-wing movement "Human Rights" organized in Paris in 1989 to celebrate the 200th anniversary of the French Revolution. An exhibition on this topic was also organized in the Netherlands. At the beginning of the 21st century, an international poster-advertising campaign was held on the initiative of the Open Society Foundation under the theme "We are them, and they are us", calling for unity among all humanity. Some of the conclusions of this campaign were also presented at the "Golden Bee - 6" exhibition held in Moscow in September 2004.



In this case, a social advertisement designed by Englishman Alan Fletcher, in the form of a unique white text on a black background, was presented to the general public: "I think that if the Creator had created all people of the same color, there would have been no reason for any conflicts."

The idea put forward by the Swiss author N. Troxler also attracted public attention in a relatively descriptive way. In this case, human faces of different colors are depicted on a black poster background, which creates the impression that they are merging into each other, and this image is designed to convey a coherent and complete idea directly related to the theme "They are us and we are them".

In the 1990s, anti-racism social advertising began to find its direct reflection in commercial advertising. It would not be an exaggeration to say that relatively significant achievements in this direction were made by the Italian company "Benneton". The poster of the clothing "All the Colors of the World" by this company is aimed at demonstrating the equality of representatives of all races in the world. Of course, this is a positive initiative, but can we rightly say that the company "Benneton" can be a means of ending conflicts between races? In a sense, we can answer yes, but if we pay attention to the true essence of the issue, it becomes clear that this form of social advertising is carried out under a covert guise, taking into account the interests of a particular company and strengthening its position. Certain companies try to advertise themselves under the current problems existing in society.

Based on the analysis of the results of the practice of social advertising in the European region, it can be said that among the main topics of social advertising - along with topics such as ecology, refugee assistance, the fight against addiction, the fight against racism - the fight against AIDS, drug addiction, homelessness, and help for orphans, which are becoming increasingly widespread in society, occupy leading positions. It can be said here that in the North American region, great attention is also paid to social advertising dedicated to these social problems, and leading advertising agencies are active in these areas.

It can also be seen that among the black population living in this region, ideas in the form of slogans aimed at social self-defense are also widespread: "Black is a beautiful color", "Be black. Buy black."

Also, a large-scale image of a weeping Indian, with a face blackened by the wind, has attracted widespread attention in this region. This advertisement is a protest against the pollution of forest areas and the shrinking of habitats for indigenous people in North America. Also, one of the colorful posters depicts a panda bear living in the Far East and has the following text on it: "The panda, which provides everything, is at your service, help it survive."

In this form, social advertisements raise the issue of preserving rare species of the animal world and protecting their habitats. An attempt is made to unite the attention and efforts of the whole world to preserve such amazing species of animals that are disappearing, as the panda.



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