

## PROBLEMS AND ADVANTAGES OF SOCIAL ADVERTISING ON THE INTERNET AS A WAY OF FORMING PUBLIC OPINION

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### ABSTRACT

The content, history of advertising, the role of advertising in different historical periods and societies, the historical role of advertising in the processes of globalization were analyzed based on ethnographic materials, social survey, observation, and interview methods.

**Key words:** Advertising, producer, consumer, society, culture, spirituality, television, newspaper, magazine, pyramid of needs.

### INTRODUCTION

In the 21st century, the importance, form, and function of advertising are increasing day by day in order for producers to gain their place and voice in the world market, moving at the peak of economic waves. It is natural that many people are interested in the reaction to advertisements, which make up the image of the modern world, are the main source of income, even the "decoration" of television, radio, newspapers, magazines, social networks, streets, buildings. The effect of the implemented economic reforms and social changes is measured, first of all, by the extent to which they affect the material condition and well-being of the population, the level and quality of life. In building a strong economy based on market principles, advertising is definitely the most important of the factors that determine the level of relations between the producer and the consumer, convey information such as the type, composition, and quality of goods or services to the consumer.

When a person comes into the world, he studies, works, and seeks to satisfy his personal needs. Food, water, sleep, etc., which are the "basic needs or physiological needs" of the famous American psychologist Abraham Maslow's pyramid of needs, are necessary to be satisfied in our daily life. According to A. Maslow's theory, a person in the hierarchy can eventually achieve self-realization as it moves up the hierarchy by satisfying needs. He wrote that certain conditions must be met in order to satisfy basic needs. For example, freedom of speech, freedom of expression, and freedom to seek new information are just a few of the conditions. Any unrealized part of these freedoms can prevent the satisfaction of basic needs. So, by satisfying human needs, he realizes himself and strives towards perfection, and on this way he strives to have all the

necessary things. In this case, the service of advertisements and announcements, which are the world of information, is incomparable.

## DISCUSSION AND RESULTS

At this point, let's first touch on the history of advertising and its development stages. Advertising (Latin *reclamo*-not to shout) is information about the quality of the goods, the benefit from their purchase; Information distributed about legal entities and individuals or products for the purpose of direct and indirect profit (income) is considered a component of advertising marketing and affects the formation of demand and taste of consumers.

Advertising is carried out for creating the image of the enterprise (long-term impact) and helping buyers to decide what to buy and why to buy it, as well as for other purposes. The main task of advertising is to interest the customer, not to lose customers and customers, and to expand them.

Types of advertising are divided into the following types according to their general description and methods of use; display advertising, press advertising, print ads, poster-graphic ads, film ads, radio ads, lighting ads. Depending on the content, it is divided into purposeful and emotional types. Targeted advertising describes the specific benefits that the consumer will get from buying this product, while emotional advertising is designed to influence people's emotions and arouse positive thoughts about the product. Based on the above definitions, it can be seen as a force that affects the inner world of people and the moral norms of society. This modern definition of advertising was also important in ancient times. In fact, this word entered our speech in the 1850s. But the first forms of advertising were also in ancient countries, and an example of the advertisement for the sale of a slave written on papyrus in Egypt, which is now preserved in the British Museum, can be cited. sees, I guarantee that he will be satisfied with the food, honest, and obedient.

From this we can conclude that in the slavery system, special attention was paid to the health of the slaves, the health of their master and family members was not endangered, they were able to clearly understand the work they were ordered to do, and it was a requirement of that time that they were satisfied with everything. In addition, in ancient Greece and Rome, advertising inscriptions were written on wooden boards, pieces of copper, carved on bone, and read aloud in squares and places where people gathered. The service of the heralds was incomparable. The intended purpose was, of course, that many people would hear the message and spread it to the public. The ancient city of Pompeii, which has preserved its original appearance due to being submerged in the liquid ejected from the Vesuvius volcano in 73 BC, has preserved more than 1,500 advertising references. Social and economic issues that reflect the life of the society and messages about various shows and services are reflected in them, it is a sign that people are thirsty for new information and that culture and art have

developed. In France, advertised food, fruit, or products are created with the use of specific words and melodies, that is, in the form of a unique melody and musical image. This is the music and speech magic of the people that called for compliments and tenderness. The invention of the printing press by the German inventor Johann Guttenberg in 1445 made it possible to copy books and accelerated the emergence of newspapers and magazines as a source of information. The first Boston News Letter, published in America in 1704, was a publication specializing in advertising and reporting on political events. It is directly related to the name of Benjamin Franklin, and its large number indicates that people have high political interests. It was in the first issue of this publication that the political situation in the country was interpreted, and the debate between the Queen of England, the Parliament, and the Church was brought to the public and caused the growth of political consciousness. In 1939, the invention of the camera by Jacques Louis Daguerre caused advertising to become more reliable and with visual effects to remain in people's memory longer. In particular, the Russian avant-garde artist A.M. Rodchenko created advertisements using photo collage, and he used the images of famous people as the main characters. A.M. Rodchenko's advertisement called "Lengiz" attracts representatives of all fields to the world of books. These writings promote literacy as communication tools.

By our time, the types and forms of advertisements have become so diverse that the ideas interpreted in them fill a person with a little thought. Here American economist Theodore Levitt said, "Advertising must obey its audience in universal life. Otherwise, it will be a fraud. he said. Billions of dollars are spent on advertising in one year around the world. In particular, in 2020, media advertising costs in the United States will be 225.8 billion US dollars. By 2024, this indicator is expected to grow to 322 billion dollars. This is higher than the gross domestic income of some countries. To what extent are the producers' spending on the advertising industry justified? Legitimacy, accuracy, reliability, use of forms and tools that do not cause damage to the user of advertising, as well as moral damage are the main requirements for advertising. To what extent are consumers aware of these sentences contained in Article 6 of this Law on Advertising of the Republic of Uzbekistan? Or do they have high confidence in advertising and the products described in it, or vice versa?

A total of 134 respondents aged 19 to 56 took part in the social survey, 63 of them were women and 71 were men. They answered the question "What do you understand by advertising?" 62% of female participants and 45% of male participants answered that it is information about a product or service<sup>14</sup>, while 36% consider advertising as a source of income for mass media. In total, 9% of the representatives of both sexes expressed the opinion that it is useless and takes time. According to the results of this survey, the majority of consumers are aware of the function of advertising, have a

positive attitude to advertising (49%), receive general information about the offered products through advertisements and announcements, and that this makes their daily life easier (60 %) noted. In addition, 47.5% used advertisements to buy products, 27.5% used services, and 29% said they were indifferent to it. In particular, household items (39.5%), clothes (28.5%) are leading in the purchase of advertised products. It should be noted that 52% of the population received information about language training centers and courses that form the necessary language skills through advertisements, while 30.5% believes the opposite.

As a result of the research and in-depth analysis conducted in America, three main areas that lead the advertising industry have been identified. These are food, tobacco and alcohol, medicines. If we take only one medicine advertisement, then according to the doctor's advice, the majority of those who take the medicine are adults, i.e. the elderly. Women are the main part of those who receive medicines through advertisements, and they mainly use over-the-counter medicines.

A positive attitude was confirmed by 62% of the participants in a survey conducted in order to determine the influence of drug advertising, which is also common in our society. 16 As a result of the interview, the majority of the population reported that they widely use over-the-counter drugs for self-medication. So, the advertising announcements prepared for the target audience are giving their results. This, in turn, means that in order to protect the health of the population, it is necessary to increase vigilance in the advertising of medicines. It is necessary that people's health should not be harmed due to wrong propaganda. False advertising that misleads or may mislead users, harms the interests of consumers, entrepreneurs, the state, the public, and other individuals, is unreliable, dishonest, immoral, and otherwise There are also advertisements aimed at violating the laws on advertising, which directly cause the consumer to lose confidence in the product and its description. According to the results of the survey conducted at the same place, 66% of the participants answered the question whether the advertisement is reliable. It can be seen that the products offered in the advertisements today do not live up to their name or do not have the qualities as stated in the advertisement.

So which of the advertising tools is more reliable? The participants of the social survey have their own opinions about this. According to him, 33% consider television advertising, 21% newspapers and magazines, 22% Internet advertising to be reliable, and 23% believe none of them are reliable. So we can observe that the differences are not so big.

## **CONCLUSION**

In conclusion, it can be said that in this era of accelerated globalization, it is necessary to develop advertisements based on the universal criteria of humanity, which is a world information network, to involve the producers of advertisements from all

over the world, to take local ethnic identity into account. must be taken. One of the issues that cannot be postponed is to control the scope of information provided through social networks, a new generation digital advertising source, in order to further activate the implementation of the law on advertising at the country level. In the development of advertising of goods and services, it is necessary to follow the provisions of the law and not to overstate the quality. Otherwise, we will lose the feelings of mutual trust, which have been formed since ancient times and passed from generation to generation, which will increase the risk of the future generation facing various mental shocks. Against this, it is definitely the need of the hour to teach young people to protect themselves from information attacks.

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