

Concept of Social Advertising: Essence and Functions

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Abstract: This article explains social advertising and its function is to draw people's attention to existing social problems and to provide facts and information that are considered relatively important for the formation of ideas about them in people's minds. Social advertising is aimed at everyone and every person. Therefore, it is emphasized that social advertising is also important in using it as a tool for fully involving members of society in social processes.

Keywords: Socialization, stratification, consciousness and value, phenomenon, dynamic phenomenon, social advertising, social, demographic.



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INTRODUCTION

As is known, as a result of global changes that have occurred since the 1990s, the communist totalitarian system has collapsed. In connection with the transition from one social system to another, post-totalitarian societies have undergone strong transformational changes. One of these major changes is the emergence of new social institutions. In particular, in the case of advertising, which plays an important role in the system of market relations, new social institutions are showing not only positive, but also some negative effects. Of course, any social institution is characterized by its ability to respond to existing problems in society in its own way, and time plays an important role in this. At the same time, advertising, as a complex phenomenon, is not only aimed at promoting certain goods, services and political programs, but also, as one of the important social institutions of modern society, it has a unique social, spiritual and psychological significance in people's lives, in the formation of their behavior. Its function is directly related to the life of society.

In general, on the one hand, there are many and wide-ranging factors that improve the life of a person and society. They determine the development of any society, the "face" of a person. However, on the other hand, it is clear that nothing can replace social advertising in attracting a wide population to specific problems in the life of society, directing people to the solution of complex social problems, forming in them a sense of simple civic responsibility, pride in their country. On the other hand, any society has its own problems that may not be repeated in any other society. Even in any developed society, there are such "illness" indicators as the aggravation of the criminogenic situation, which is a result of the deformation of the ecological and spiritual environment, crimes against the individual, especially children, technogenic disasters, drug addiction, prostitution and other emerging problems.

MAIN PART

Of course, it is absurd to say that any social problems can be solved only

So, how can we change people's lifestyles towards humane norms and humanize society on this basis? How can we prevent people, especially young people, from "getting used to" problems?

through advertising, or rather, through social advertising. However, social problems of any complex nature, in turn, will not mechanically disappear on their own without activating the social advertising factor, without "forcing" people to think about solutions to problems, without attracting the attention of the general public to them.

When approached from this point of view, social advertising is one of the important factors and instruments for mitigating and eliminating social problems.

Social advertising, in general, is a concept that has not entered our lives for a long time. For this reason, the topic of social advertising has not received much attention in scientific literature.

In the specialized scientific literature on social advertising, social advertising is defined differently. In them, social advertising is often defined not as advertising for specific goods, but as advertising in a certain sense as an "attitude to the world".

In particular, N. Parshentseva notes that social advertising is a reflection of the good wishes of society, that social advertising determines the principled position in relation to the values considered significant in society, and that it is aimed at social problems.¹

Based on these, social advertising includes information in a collected, artistically reflected form. Social advertising and its task is to draw people's attention to existing social problems, to provide facts and information that are considered relatively important for the formation of ideas about them in people's minds. Social advertising is aimed at everyone and every person. Therefore, social advertising is used as a tool for fully involving members of society in social processes. In this regard, the level of interest in social advertising is quite high. Currently, much attention is paid to the place and role of social advertising in the life of society. An increase in the importance of this type of advertising in solving social problems is observed, and it is important to determine the tasks of its future development. However, it should be noted that this phenomenon itself has not been fully studied in the published mass and scientific research materials on social advertising.

In the focus of debates, the merging processes of advertisements with social, political and commercial purposes are observed, the legal aspects of production management and distribution of social advertisements, current topics for social advertisements and other issues are highlighted. In our opinion, high-level cases are not recorded in many cases in terms of descriptions and specific aspects of this phenomenon. In most cases, this phenomenon is looked at in the way of self-existence, outside of some system. Therefore, in our opinion, the relevance of researching social advertising is theoretically necessary to clarify this concept, and it may allow to determine the joint place of this phenomenon in a number of existing communicative practices, as well as to determine its practical importance based on research, and to identify campaigns that are considered socially effective.

According to Article 18 of the Law of the Republic of Uzbekistan "On Advertising", "social advertising is considered to be a form of advertising that reflects the interests of the public and the state and is aimed at achieving certain noble goals." Social advertising has non-commercial characteristics and is aimed at solving important public problems. It is aimed at promoting a certain lifestyle and creating a certain impact.

¹ Parshenceva N. Social Advertising. (http://polbu.ru/parshenceva_socadvert)

In this form, social advertising is a special type of dissemination of non-commercial information, directed by the state or executive bodies to achieve a certain social goal.

The main source of the emergence of social advertising is modern mass life, where there are marked contradictions and conflicts between social groups, and therefore there is a sharp demand for the emergence of creative processes and processes.

Social advertising also uses a set of tools that are used in commercial advertising: television commercials, publications, street and transport advertisements, etc. The main difference between social advertising and commercial advertising is that they are aimed at different goals. At the same time, commercial advertisers aim to increase demand for a particular product or increase its sales volume, while the goal of social advertising is to attract people's attention to public events.

For example, if the ultimate goal of television commercials is to turn consumer demand for a new type of coffee into a habit, then social advertising focuses on, for example, combating homelessness, and strategic goals are aimed at changing behavioral patterns in society in the future. In addition, the target audience of the two types of advertising being compared also differs significantly: commercial advertising is aimed at fairly narrow marketing groups, while social advertising is aimed at the general public or a certain part of it.

Unlike commercial advertising, the information contained in social advertising is not considered new. On the contrary, the more social advertising is created on a social topic, the more attention is paid to this issue and an effective campaign can be carried out that can lead to positive results. Social advertising arises within society and reflects the processes taking place within it.

Social advertising has such characteristics as emotional effectiveness, memorability, ability to attract attention, information, arousal and a certain degree of restraint. The main functions of social advertising are: forming the opinion of members of society, drawing public attention to certain urgent problems in the life of society, activating actions to solve these problems, forming positive attitudes towards state structures, demonstrating the social responsibility of entrepreneurship, strengthening the position of civic institutions that are considered to be of significant social significance in society, forming new types of relationships in society, changing models of behavior in society.

In general, the functions of social advertising can be defined as follows:

To warn citizens about certain existing social problems and draw public attention to it.

Social advertising is considered to be economically beneficial for the state in the long-term perspective, and as a result of the elimination of many social problems, the welfare of the state is ensured (for example, the health of the nation, ensuring that taxes go to the state budget in full, etc.).

Promotion of certain social values, explanation of problems (explanation of sources of problems, ways to solve them, etc.).

Social advertising is aimed at the formation of public opinion in society in the long-term perspective, as well as changes in behavior patterns in relation to certain social problems in society.

Aesthetic function in social advertising has two types - positive and negative description. In a positive context, it evokes a sense of positive harmony, creates a good mood, and in turn is directed towards finding solutions to problems (for example, "Call your parents"). Negative social advertising reflects the less obvious aspects of the problems. This type of advertising is considered aggressive. This advertising, in turn, means "if ... is not done ... (what) will happen ..." (for example, in advertisements aimed at combating AIDS or depicting unpleasant situations that occur when driving while intoxicated, etc.).

The term "social advertising" and its definition appeared in the USA at the beginning of the 20th century. During this period, the creation of this type of advertising, in contrast to the existing and well-known commercial advertising that encourages the purchase of certain goods, arose in response to one or another problem in society, with the aim of attracting public attention to the issues².

Almost simultaneously with the emergence of social advertising in the USA, a special body, the Advertising Council, began to operate, which began to regulate the activities of government, public and commercial organizations in the field of social advertising. This non-governmental organization has a history of almost 60 years and unites many famous and influential public figures.

Social advertising has not yet become a completely common phenomenon in modern society. Social advertising is a process that is carried out by public organizations on the initiative of public organizations to address issues related to the spiritual, moral, socio-psychological, social situation in society, or as an important component of a complex of measures implemented by the state for the benefit of broad segments of the population, especially young people, and their lifestyles for certain purposes.

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² Saginova O.V., Fedyunin D.V., Kapenkov V.N. Organization of advertising activities. Moscow: Publishing Center Academy, 2006.