

THE ROLE OF HUMOROUS ADVERTISING AND ITS INFLUENCE ON THE DEVELOPMENT OF SOCIAL LIFE

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A B S T R A C T	K E Y W O R D S
Based on historical and ethnographic materials, the history and substance of humorous advertising, the function of advertising in various historical eras and societies, and the function of advertising in globalization processes are all examined.	Uzbekistan, advertising, producer, consumer, society, culture, spirituality, television, newspaper, magazine.

Introduction

The 20th century is remembered as a time of tremendous change in human history. Undoubtedly, the Uzbek people's way of life and culture underwent significant changes throughout this time, just like they did in other nations. It is impossible to picture our quickly evolving civilization without economic growth, particularly in recent years. The economics is the lifeblood of society; spirituality is its soul and spirit. The degree to which the enacted social and economic reforms impact the population's material well-being and quality of life is the primary metric used to assess their efficacy. Advertising is unquestionably the most significant aspect in establishing a robust economy based on market principles. It informs consumers about the kind, composition, and caliber of goods and services and establishes the degree of relationship between producers and consumers. Recent history has shown that advertising has a significant impact on people's daily lives. It mostly establishes the person's social life's image and style and influences how they view the outside world.

Advertisements present pre-made forms that we can move into in specific circumstances. Information is mostly disseminated through radio, television, newspapers, magazines, and different posters. Additionally, a number of social media platforms, including Facebook, Instagram, Tik Tok, and Telegram, are becoming increasingly significant in today's modern society. These days, these networks have become so ingrained in people's lives that, aside from the information about the good or service that is understood from the advertisements, a study of their spirituality and its direct connection to people's interactions and way of life suggests the importance of the research topic. Let's start by discussing the evolution of advertising and its historical background. Information about the quality of the goods and the benefits of purchasing them is known as advertising (Latin *reclamo*-to shout). Information that is disseminated about people, companies, or products in order to make direct or indirect profit (income) is regarded as a part of advertising marketing and influences consumer preference and demand formation. Advertising serves a variety of functions, including helping

consumers make decisions about what to buy and why, as well as developing a company's image over time. The primary objective of advertising is to pique the interest of the consumer, not to drive them away and grow their base. Depending on how they are used and what their general characteristics are, advertising can be classified as display, press, print, poster-graphic, movie, radio, lighting, or any combination of these. It is separated into intentional and affective categories based on the content. While emotional advertising aims to elicit positive feelings and thoughts about the product, targeted advertising focuses on the particular advantages that the consumer will experience upon purchasing this product. It can be understood as a force that influences people's inner lives as well as societal moral standards based on the definitions given above. In the past, advertising had significance beyond our current understanding. Actually, this word first appeared in English in the 1850s. However, the earliest known advertisements were also found in ancient nations. One such example is the papyrus advertisement for the sale of a slave in Egypt, which is currently on display at the British Museum. "His two ears can hear well, both his eyes can see, I guarantee that he will be satisfied with food, honest, and obedient," the inscription reads, referring to the slave who is being sold. This leads us to the following conclusions: the health of the slaves within the system was given special consideration; the health of their master and family members was not in jeopardy; they were able to comprehend the tasks assigned to them; and finally, they expressed satisfaction with all aspects of their lives. Additionally, advertising inscriptions were carved on bone, written on wooden boards, and placed in squares and other public areas in ancient Greece and Rome. The preachers' service was unequalled. Naturally, the goal was for the message to be heard by a large number of people and become widely known. The liquid that erupted from the Vesuvius volcano in 73 BC helped to preserve the original appearance of the ancient city of Pompeii. Information regarding advertising is also found in the "Baburnoma" of the renowned mediaeval statesman Zahiruddin Muhammad Babur, written in 1500 Eastern peoples. We can get together as well. In Baburnoma, "A burial is situated atop a spring that is situated beneath Oburidan. Mascho owns the spring above this one. The one below is about Palghar. I have engraved these three stanzas on a stone by its side at the start of this spring. "Shunidamki, Jamshedi farruxsirish,

Ba sarchashmae bar sanga navisht,
Bar in chashme chu mo base dam zadand,
Biraftand to chashm barham zadand.
Giriftem olam bo mardig'-yu zo'r,
Va lekin naburdem bo xud ba go'r".

Content:

"I've heard that a well-known statesman such as
Jamshid penned a memorial on the spring's stone.
At the start of this spring, many people took a nap.
It was gone in the span of a moment.
With bravery and strength, we conquered the world,
but we left the road to the cemetery empty."

There are undoubtedly advertisements for goods that support nationalism as well. Videos on TV, radio, or newspapers that celebrate the accomplishments of young scholars or pay tribute to the elderly are a valuable resource for enlightening people about spirituality and motivating them to pursue careers in

science. The longevity of such traditions is increased by carrying out beautification works and showcasing it to the public with the Uzbek people's hashar, which is mainly shown in the spring and autumn seasons.

The state government is taking a number of steps in the globalization process to legally control advertising and the ideas that are interpreted in it. The Republic of Uzbekistan's Law on Advertising, in particular, governs matters pertaining to the creation and dissemination of advertisements. Laws forbid social advertising of information about health care, the environment, energy conservation, crime prevention, social protection and public safety, and the free dissemination of information about spirituality and enlightenment as well as the sponsors of such material, usage of the rights granted is suggested.

In summary, advertising portrays the distinct social landscape of the nation, has a positive impact on the spirituality of its citizens, particularly with regard to the upbringing, perspective, and thought processes of youth, and simultaneously strengthens the economy of the nation while acting as a force for the preservation of its cultural customs. The times call for the sensible application of these characteristics.

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