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COMPARATIVE STUDY OF SOCIAL ADVERTISING IN UZBEK AND ENGLISH IN VARIOUS DIRECTIONS

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Abstract

The article highlights the fact that today social advertising serves as an active tool that fully affects a wide audience in eliminating important social problems in society. In particular, in order to highlight the lexical-syntactic and pragmatic features of social advertisements in Uzbek and English, a comparative analysis was carried out, dividing them into several areas.

Keywords: Advertising, social, society, expression, problem, direction, public organization, population, information, English, Uzbek, language, discussion, communication

Аннотация

В статье подчеркивается тот факт, что сегодня социальная реклама служит активным инструментом, оказывающим всестороннее воздействие на широкую аудиторию в решении важных социальных проблем общества. В частности, для того чтобы пролить свет на лексические, синтаксические и прагматические особенности социальной рекламы на узбекском и английском языках, был проведен сравнительный анализ с разделением ее на несколько категорий.

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Ключевые слова: реклама, социальный, общество, фраза, проблема, направление, общественная организация, население, информация, английский, узбекский, язык, обсуждение, диалог

Introduction

Nowadays, it is impossible to fully understand certain aspects of society without social advertising; this process has become so embedded in our social life that without it, it seems as if human activity has come to a standstill.

Social advertising actively serves as a tool that influences people in solving the main problems that need to be solved in society, including socio-political, spiritual-educational, and socio-domestic issues. More precisely, it serves as a strong bridge between society and the state.

It should be noted that the practical possibilities of social advertising appeared in society long before it was studied as a social phenomenon. It is worth noting that "the history of social advertising dates back to the beginning of the 20th century. In 1906, a public organization in America called the American Civil Liberties Union [1] introduced this type of advertising in order to protect Niagara Falls from damage by an electric power company.

Currently, the term "social advertising" is used mainly in the CIS countries. This term was first mentioned by Tatyana Astakhova in her 1994 article "Only progressive ideas are advertised in America" [2], after which several researchers began to interpret and define this phenomenon in different ways.

In particular, O.V. Kolokoltsev evaluates social advertising as a factor that forms the social information environment and, using various means of communication, shapes the concepts of values in society [3].

According to OOSavelyeva: "Social advertising, according to the opinion of the population living in a society, expresses concepts such as knowledge, behavior, values, and social norms that exist at that time within this society"[4].

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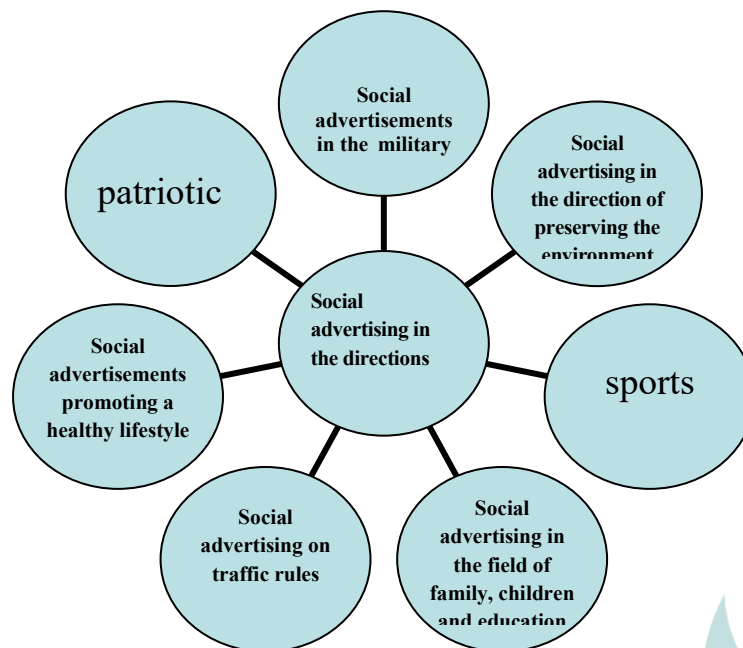


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According to M. Zakharova, “Social advertising is a type of communication that is designed to draw the attention of the general public to the solution of social problems in society”[5].

In this research work, in order to fully reveal the essence of social advertising and to shed light on its grammatical, stylistic and pragmatic features, it is first of all advisable to determine its directions. In this regard, we have identified the following directions that can be discussed in the discourse of social advertising using the general sampling method from more than 400 external social advertising materials created in Uzbek and English:



Our observations show that more than 95 percent of social advertising texts are related to these areas. Such a separation of social advertising areas is closely related not only to the content of the problem raised in them, but also to the different reasons for its emergence. We will try to explain the social advertising areas created in Uzbek and English as follows:

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Social advertising on traffic rules. Social advertising created in the Uzbek language and aimed at ensuring the safety of people related to the topic of traffic is quite active. It is known that the number of deaths of citizens as a result of accidents involving motor vehicles on the roads is increasing from year to year, and at the same time, the amount spent on promoting compliance with traffic rules is a very large financial expense.

Now, within the framework of the study, we will consider the important features that form part of the discourse of social advertising using specific examples. The methodology of structuring advertising information using vivid images corresponds to the primary position of the Ministry of Internal Affairs, which has disciplinary functions in the state structure, which is considered the subject of advertising:

Follow traffic rules! Hold children by the hand when crossing the road. Do not cause harm to innocent people. Speed is a waste of life. Do not shorten your life by speeding! The next regret is your enemy. The road loves discipline. A safe road is a safe life. Do not talk on the phone while driving! Every Friday is a road safety awareness day. Take an active part in the event. A number of imperative constructions that sound like imperatives are active in the text of such advertisements.

These targeted social advertisements are usually placed on the main busy streets of the city or in areas where traffic accidents are common. The text of the advertisement should be as clear and concise as possible, regardless of the size of the communication object, so that passengers and drivers can quickly read the information in the advertisement. The risk of car accidents, which can occur even on the roads of the most developed countries in the world, is reduced through these social advertisements.

Our observations show that the majority of research on social media advertising in English focuses on traffic-related situations. In particular, the main emphasis of the advertising text is on the mandatory wearing of seat belts while driving.

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The most active slogans aimed at promoting road safety created in English consist of texts written in the form of short imperative sentences, similar to those in Uzbek:

Belt up (*Put on your seat belt*). Stop the violence: don't drink and drive . Think of both *sides* . Save don't talk while driving (*Don't talk on the phone while driving!*) such as.

Other advertising texts, created in the spirit of urging drivers to be careful, are composed of sentences that show the negative consequences that car accidents can lead to:

Without a seat belt, a crash can be deadly even at 20km/h (*Driving a car without a seat belt, even at a speed of 20 kilometers per hour, can have negative consequences* .)

Forgetting to indicate means 27 victims per day (*Driving without turning on your turn signal kills 27 people a day* .)

Social advertisements promoting a healthy lifestyle. We found it necessary to study social advertisements promoting a healthy lifestyle more through social advertising texts created in English. Because advertising texts in this spirit are relatively rare in the Uzbek language. The text of social advertisements related to the above topic is focused on AIDS, tobacco use, alcoholism and drug addiction, and the real picture of the problems they represent differs from each other in Uzbekistan, Russia and Western Europe. Currently, in the USA and Western Europe, or rather, in this region, there is an increasing number of advertisements promoting the non-use of tobacco products in public places where people gather. The attitudes expressed by the general public towards such problems cannot fail to be reflected in social advertisements. For example: Smoker separates himself from society (*He isolates himself from society*). Do you want to smoke? Smoking. But don't do that to us (*Do you want to smoke? Smoke. But don't do*

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that to us). Cigarettes smoke people (*Cigarettes smoke people*). Other similar advertisements include these.

About 35% of social advertisements created in Europe and the West are aimed at preventing smoking and reducing the number of smokers (this aspect is not very relevant to the East).

As noted, in Uzbekistan, there are very few social advertisements aimed at combating tobacco smoking, because our national mentality itself fights against it. We have done a lot of noteworthy work in this regard. For example, we can witness the regular broadcast of the following texts on Uzbek TV channels before the start of each film: “The film may contain scenes of alcohol and tobacco consumption, we remind you that such habits are dangerous to health.” Also, today, on the top of tobacco products, we can see various pictures and texts indicating the negative consequences of this habit, including: “smoking leads to lung cancer”, “tongue cancer”, “smoking kills a person”, “sexual weakness”, along with phrases such as “smoking kills a person”, “sexual weakness”, the fact that it is also presented in a visual form indicates the need to pay special attention to the consequences of this act in people's minds and how urgent this issue is.

Social advertising in the field of family, children and education. In social advertising in the field of education and upbringing, it is extremely important to draw the attention of the population to the problems of children. The main messages given in the advertising text are reflected in various ways, that is, using metaphors and similar figurative expressions . In most social advertising created in Western European countries , moral aspects are not given priority. Therefore, there are also inappropriate advertisements in those countries. For example, an advertising poster created on the problem of children suffering from hunger shows a picture of young babies sucking a pig. This advertising poster depicts a situation where people's behavior is likened to that of animals in order to highlight the problem of hunger prevailing in poor countries . Continuing our above idea,

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we can say that in social advertising created in Western countries , there are many images that deeply excite people . But the peoples of the East are not ready to accept social advertising in this spirit , because they are not “thirsty” for such thematic advertisements. Nowadays, in our country, we can find many advertisements related to child upbringing and education: *The best investment is an investment in education. Whatever you do, your child will do the same. The family is a part of society.*

It is common for Western nations to use advertising texts or information that strongly influence the public in order to draw attention to social problems, because in their mentality such situations are taken for granted.

Social advertising in the direction of preserving the environment. Currently, in our country and in many Western countries, attention has been paid to social advertising in the direction of preserving the environment. In many foreign countries, large supermarkets and hypermarkets have begun to place the following phrases on plastic containers: “plastic bags kill animals”, that is, along with the inscription (*Пластик қадакүр хайснын олди*) there is also a picture of an animal. The visual part of another social advertisement embodies the facial expressions of a person in ancient and modern times, and describes the consequences if humanity does not preserve the environment. Its text part contains the phrase “*Stop climate change before it changes you* ” .

It is worth noting that the Uzbek people have always had a positive attitude towards the environment and the place where they live.

Our country is committed to keeping the environment clean. We can find social advertisements in the following forms. Let's keep our city clean. Everyone should have a garden on Saturday. A garden is good for the people. Plant a tree with us. Waste recycling is the need of the hour, etc.

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Social advertisements in the military, patriotic and sports direction. Although the forms of advertising in this direction are different, they are of great importance because they are logically interconnected. Because in these types of advertisements, love for the Motherland, feelings for the Motherland and how great it is are emphasized. You can find many social advertisements created in this direction in the Uzbek language. We found it necessary to cite a few of them below: *Defense of the Motherland is a sacred duty. Sports are an ambassador of peace. The homeland is peaceful, you are peaceful. May the homeland remain free and prosperous from us. We are proud of you. May our country never be touched by the eyes of the brave. Human interests are greater than anything. The homeland is great, duty is sacred. The sports center is a favorite place. May Uzbekistan, the brave, be safe forever .*

It is worth noting that the number of social advertisements in this direction in English is relatively small, and they are mainly advertisements that depict military operations taking place in the world and their negative consequences: *"It's not happening here. But it is happening now ."* The image of this advertisement depicts a young boy holding a gun in his hand. Another similar advertisement reads: *"Liking isn't helping."* The image part of this advertisement depicts a child who has lost one of his legs as a result of devastating attacks. It should be noted that the image part of social advertisements in English is more informative and differs from advertisements in Uzbek in this respect.

In conclusion, it is worth noting that social advertising, as a type of mass communication, acquires a global and mass character. Social advertising texts provide accurate information about the advertised object, acting as an "avant-garde" in human behavior and eliminating certain problems in society. Thus, in these aspects, humanity embodies respect and honor for the dialectic in which it lives.

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