



## THE ROLE OF ADVERTISING CULTURE IN SOCIETY LIFE

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**Abstract:** In this article, the information acquisition culture of the person, the transformation of the advertising product into information by their consumer (user) on the basis of their information model, the analysis of the information market, the acquisition and processing of information during the consumption of the advertising product, users. The question of how to make it easier for people appeared long before the advent of modern information technologies, and the issues of advertising and campaigning activities were highlighted.

**Key words:** information, advertising, electronic marketing, advertising-propaganda, need, worldview, independence, spiritual-educational, universal, youth, purpose, moral, educational, truthful.

As we observe any social relations in society today, we can see some manifestations of advertising activities or advertising products in them. Because advertising products provide an offer, including an idea, a product, that is more than the needs of the members of the society, and the choice or interaction with them depends on the extent to which the members of the society assimilate the advertising culture. depends. In the development of the concept of advertising culture in society, it is approached from the point of view of the culture of receiving information.

The information culture of a person is one of the components of the general culture of a person: it consists of a complex of information worldviews and a system of knowledge



and skills that provides independent activity directed towards the goal of searching for information needs individually using traditional and information technologies.

The main tasks of teaching a person the culture of information acquisition include the following: formation of an individual's worldview of information acquisition, which represents the system of generalized views on information, information resources, information technology, the specific educational, professional or other activities of members of society. acquisition of knowledge and skills related to educational activity, self-sufficiency, formation of information acquisition skills, involves mastering the skills of independent management of traditional and automated (electronic) methods of information search.<sup>1</sup>

Significantly increasing the level of a person's information-receiving culture requires special information-receiving education, in particular, the formation of a whole system of knowledge and skills in the field of information self-sufficiency among students in the educational process of educational institutions.

Advertising culture consists of a set of competences and skills to ensure the balance of personal needs and interests with the idea promoted in advertising products or a set of specific items. In the process of consumption of advertising products, information is brought into the world of knowledge, skills and abilities that enable independent identification and use in order to satisfy the needs of general scientific, general education and practical importance. It is the need of modern society to absorb the advertising product into the social activity of the consumer. Today, information technology has become an important factor of normal economic development, leaving the sphere of science and technology innovation only. At the same time, the development of information products and services for their future sale has become an independent branch of production.

<sup>1</sup> Abramova S., Russian-Uzbek annotated dictionary of information security terms. -T.: Science, 2009. -B. 32.



The world in which a person lives is made up of various material and immaterial objects, as well as connections and interactions between them. With the help of sensory organs, equipment, etc., the reality and facts reflected in advertising products are used as data, and they become information when solving certain tasks. As a result of solving the task, new knowledge was systematized, real or tested information appeared, summarized in the form of laws, theories and views and other sets of concepts. In the future, this knowledge itself will be part of the information needed to solve another task or clarify previous ones.

Conversion of advertising products into information is carried out by their consumer (user) based on their own information model. An advertising specialist plays a key role in the implementation of all this.

Producer and consumer information models naturally overlap when data is transformed into information by its intended consumer (for example, by a researcher conducting scientific experiments). If information appears as a commodity, then the consumer is faced with information products, that is, a collection of information formed by the information producer for further distribution. The structure of an information product or the form of presentation of information in it contains some information model of its producer, which is by definition different from the information model of the user.

Naturally, manufacturers of commercial products try to take into account the model of consumers in their models. At the same time, the information model of producers and users can never fully coincide, because:

a) users often cannot place their vague ideas about what information they need in a clear information model, which prevents these concepts from being taken into account in the product concept;<sup>2</sup>

<sup>2</sup> Alimov R., Jalolov J., Xotamov I., Akramov T. Marketingni boshkarish. T.: Adolat, 2000.-B. 176



b) if even if such models exist to some extent, firstly, the manufacturer does not know about them or misperceives them, and secondly, these models do not correspond to each other in different users, and thus it is impossible to create an abstract information model of the user at all. it can become a difficult and sometimes trivial matter.

The question of how to make it easier for users to obtain and process information during the consumption of advertising products arose long before the advent of modern information technologies. For example, in paper sources, information producers (authors and publishers of exhibitions, booklets, various magazines and other sources) served to facilitate the search for information by facilitating the provision of material, organizing subject and name indexes. For this purpose, metadata, that is, information about the data, has been widely published. With the advent of new information technologies, the possibilities of searching for and processing information have expanded literally endlessly. electronic versions of encyclopedias, electronic versions of information systems, etc. are widely used.

In the marketing process, advertising consists of providing the consumer with information about the product or the leading idea in a broad sense. One of the important tasks of advertising marketing is the formation and development of consumers' need for new information technologies. The correct and complete fulfillment of these tasks has increased the demand for new information products, helps to individualize information, to bring it closer to the individual needs of individual users, and thus to the convergence of information models of producers and users. In addition, the user does not need to own the entire information product. This makes real information much cheaper in other equal conditions.

Essentially, linking a service to an existing service changes the way information is presented to the user. This, in turn, causes the emergence of a new product with a different level of information, despite the fact that it contains the information of the previous ones.



Interactive services are continuously developing in our republic, and it can be predicted that these positive trends will continue in the future. Currently, active work is being done on the development of telecommunications. But these trends demand that our country meet the requirements of the advertising market and that marketing bodies show great activity.

The level of activity and activity of marketing bodies is inextricably linked with the commercialization of information activities. It is known that market information is the basis for making business decisions, and the validity of decisions is checked by the market during the sale of goods. This results in information marketing or information search service marketing.

A comprehensive study of the market and the development of a market strategy and tactics for a certain period of time on this basis are concretely embodied in the marketing program. The marketing program is the basic document and regulates the activities of each structure in the company, as well as unites the efforts of these structures to achieve a single goal. The main elements (stages) of information marketing are primarily the following:

1. analysis of the information market;
2. establishing a relationship between information search service producers and their users;
3. advertising and promotion activities.

Analysis of information activity. This phase of advertising marketing serves to determine the market ground for the information search services offered by identifying needs.

Advertising and promotion activities. This activity is aimed at promoting the product in the market. It serves to attract new customers among users and ensure a stable demand for interactive services by those who start using it for commercial purposes.

The main methods of promotion of interactive services in the market are the distribution of reference materials and advice to users through advertising. The advertising marketing program as an internal document that regulates the procedure of marketing work



in the organization should not only describe its main stages, but also include the distribution of obligations between various structural units that are part of this organization. In the life of society, a lot of subjects interact with the development of a person, among them the importance of advertising products is great, it is a process that goes hand in hand with the processes of formation of the human psyche. Because the advertising product, in turn, affects the consciousness and subconsciousness of a person through various means, and in turn, forms an example (ideal), acquires information and knowledge related to a specific field, expands a person's worldview, and determines his needs. directions are manifested in the social activity of a person.

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