



## National Values in Social Tv Advertising

**Suleymanova Dilyara  
Rishatovna,**

Senior Lecturer  
University of Journalism and  
mass communications of Uzbekistan  
Republic of Uzbekistan, Tashkent

### ABSTRACT

This article discusses national values in social television advertising in various countries, in particular in the Republic of Uzbekistan, Russia and the USA. The researcher analyzes and also compares national values in these countries. As is known, any national tradition combines both universal universal values and attitudes, as well as value orientations specific to a particular national community, which allow you to perceive reality, evaluate it and act in it in accordance with traditionally established patterns of behavior.

### Keywords:

National values, social advertising, television social advertising, social advertising topics, social advertising in Uzbekistan, social advertising in Russia, social advertising in the USA.

The center of social advertising are social (social and partly socio-political), as well as spiritual and national (primarily moral) values. The main place in social advertising is occupied by the following values: safety and health; family, diligence, patriotism. Environmental promotional items are becoming increasingly important. Political values are represented in state advertising products. An important place in social advertising is occupied by moral and national values - feelings for the elderly, the sick, the disabled, helping them, benevolence, respect, charity.

National customs and norms play a big role in how advertising will be perceived by local viewers, and ignoring these principles can lead to the failure of the entire marketing campaign. What is acceptable in one country may be considered offensive in another. Muslim traditions also play an important role in the cultural perception of the Uzbek audience. The Decree of the President of the Republic of Uzbekistan "On measures to radically improve the status of the mahalla institution in working

with the problems of the population" [1] emphasizes the importance of highlighting topics that are aimed at maintaining peace and prosperity, kindness and mutual understanding, national customs and values, the participation of the mahalla in strengthening families and socio-spiritual processes, through social advertising on television.

Advertising not only reflects cultural traditions, it is a kind of indicator of the country's features, identity, demonstrating ethno-cultural images in it.

"The ethno-cultural image is an important component of the broadcasting of cultural traditions by advertising. By itself, a cultural tradition cannot exist. It manifests itself through any ethno-cultural image. An ethno-cultural advertising image is an artistic image based on the knowledge of the preferences, tastes, mentality, moral and value attitudes of a given society at a given time. It must meet the expectations of the consumer group, all the norms and ideas of society and be close to their ideas about culture, history, morality" [2].

Referring to socially significant values and motivations dominant in society and introducing certain values into consciousness, advertising thereby promotes a certain way of life, and, in turn, can serve as an example of these values and motivations, therefore it is a value-orienting factor. Thus, advertising plays an active dual role in promoting values in modern society, on the one hand, performing a socio-regulatory role, and on the other, contributing to its development. Thus, advertising simultaneously contributes to changing society and maintaining its sustainability.

The influence of ethnic and cultural characteristics in the perception of social advertising has not been studied as extensively as in commercial advertising. At first glance, it may seem that the problem of social advertising is globalized. Partly it is. Problems that are raised in the US or Russia are also relevant in other parts of the world. For example, health and environmental issues, AIDS, drug addiction, cancer.

At the same time, there are local social problems that are more relevant for one country than for others. For example, due to its traditions, social advertising in Uzbekistan, along with global issues of health and environmental protection, is aimed at patriotic education of young people, at strengthening family values and the importance of respect for elders, as well as at preserving architectural monuments, as they are part of our history and part of our people. This provision is also reflected in the Law of the Republic of Uzbekistan "On the protection and use of cultural heritage objects" [3].

Quite a few social advertisements are aimed at strengthening national self-consciousness. They represent Uzbek national traditions and customs. National self-consciousness is the product of a long historical development of an ethnic community. The structure of national self-consciousness includes such elements as the nation's awareness of the need for its unity, as well as the integrity and cohesion of the nation in the name of realizing national interests; understanding the need to ensure good neighborly relations

with other socio-ethnic communities; conscious attitude of the nation to its material and spiritual values, etc.

"The peculiar features of the national values of the peoples of Central Asia include the following: respect, respect for the Motherland, for the native hearth; fidelity to the memory of ancestors; respect for the elders and respect for the young; courtesy, courtesy in addressing a person; restraint, patience, delicacy, tact" [4].

In many countries, great importance is also given to the upbringing of the younger generation, because it is from an early age that the basic values of the child, including national ones, are laid. All this is reflected in the commercials broadcast on various TV channels in Uzbekistan. In turn, the process of the impact of social advertising on a person is not so simple, for this reason, various artistic and graphic elements are used to attract attention. But still, the value orientations of a person remain the main ones. Researcher Zh.Yu. Kara notes that "the basis of the existence and development of any culture and society are the basic value systems, as well as the traditions, rules, standards of behavior, cultural symbols associated with them. Closely interconnected, they form a single field of culture" [5]. Over time, the value system can change, and social advertising must capture these changes and demonstrate it.

Analyzing the reflection of national values in social television advertising, one cannot fail to mention such an important area of activity of TV channels as showing the preservation of the cultural heritage of their people, their traditions, customs and rituals. In fairness, it should be noted that the television of Uzbekistan in this regard is far ahead of foreign television studios. Suffice it to name a series of social videos "Folk Crafts of Uzbekistan", "Painting of Uzbekistan", etc. They reveal such important components of the national idea as the continuity of generations, the preservation of the cultural wealth of the Uzbek people, commitment to the memory of great ancestors - Amir Timur, Ibn Sino, Beruniy and others

The use of Uzbek flavor in social advertising and the promotion of national values is a distinctive feature of social

advertising in Uzbekistan. The purpose of such advertising is to educate worthy citizens.

The national values of Russian society include: patriotism, social solidarity, citizenship, family, health, work and creativity, science, traditional religions of Russia, art, nature, humanity.

Based on the topics regarding the national values of Russia, we can conclude that patriotism, military service, and the preservation of the integrity of the nation naturally come first. Various motivational videos can serve as examples of such social advertising on television. For example, the video "The first day of your new life", broadcast on LIVEnews in 2021. The video is very motivating guys to serve in the army. Through the video, you can feel the strength, power and spirit of the guys who serve the Motherland. Taking into account the message, the color palette of the video was chosen correctly. It is made in gray-brown tones, which adds "masculinity" to the video. An example of the preservation of family values is the video "Papa", which was broadcast on Russia 1 TV channel in 2017. The video has a very strong emotional impact. It is carried out in the video in several ways. These are the sound design (slow music growing in intensity), the plot itself (the son sends his father to the nursing home) and the tragic ending (the son realizes his mistakes, but the father dies in the nursing home). At the end of the video, the inscription appears on the screen: "Parents. Take care of them. You can just not have time. ", Which makes the viewer think about their parents.

"The national values of the peoples of the United States include: equality of opportunity, striving for the future, a sense of independence and self-sufficiency, independence and individualism, modesty in requests, independence, the desire for spiritual self-improvement, patriotism" [6].

The national values of the United States differ from the values of Russia and Uzbekistan, of course, as we mentioned above, there are common social values, but the national ones differ radically. In most commercials on US television, the theme of equality and tolerance is broadcast, sometimes the plot of the

commercials reaches the point of absurdity. The theme of sexual minorities is present in every third social video in the United States. In 2014, a video was broadcast on US TV channels, which, in addition to the social message, was also political in nature. At the beginning of the video, we are shown a couple, which consists of men, one of them proposes to the other, the atmosphere is very bright, filled with joy, laughter of friends, etc. These shots have something in common with others, there is already the opposite atmosphere in dark colors and on the shots on the football field the players are dressed. At some point, a couple of newlyweds find themselves on this field and the players begin to beat them severely and eventually kill one. We are shown jubilant stands with spectators holding the Russian flag in their hands. Next is the awarding of football players, where in the first place - Russia, in the second - Iran and in the third - Uganda. At the end of the video, statistics are given on punishments for homosexuality in different countries: "In Russia, there is a fine for homosexuality in the amount of \$3,000; In Belize, this is punishable by 10 years in prison; In Uganda - 14 years in prison; In Iran, the death penalty; In Saudi Arabia, public stoning; The entire video is accompanied by a song, which means freedom in English. If you look at the quality of the video, it is quite professional, dynamic and attracts attention.

Another example of equality, only now between men and women, under the titles "Be a lady!". The video is quite long in terms of timing, which is not typical for US social advertising. In the frame, a woman speaks a monologue, parts of which begin with the words: "Be a lady, they said." The monologue is built from contradictions regarding the stereotypes of women's beauty (Don't be fat! Don't be thin! Wear short! Wear long! Make lips, increase breasts! Be natural! Don't say yes, don't say no! Just be a lady!). The video is very dynamic, the frames change very quickly, the sound design corresponds to the frame rate. At the same time, in some moments there are elements of shock social advertising, which is created by showing real, not staged shots (scars, operations, body hair, etc.). The main message in the video, in our

opinion, is the following lines from the monologue: "Be a size S, but better XS. Be nothing. Disappear." In the US, equality between women and men is a frequent topic in social advertising and there are a lot of similar videos.

Summing up all of the above, it should be noted that the content of social advertising is determined by both traditional values and social values characteristic of specific historical stages in the development of society. This is explained by the natural emergence of new social problems and the complication of the structure of social management. The similarity of processes and the change in the axiological content of social advertising in different countries is determined by intercultural interactions, globalization processes, and the differences are determined by the peculiarities of national socio-historical development and cultural-specific features.

#### List of used literature

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