



## Advertising and its Psychological Characteristics in Economy

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### ABSTRACT

The article contains information about the history of advertising, the advertising of goods in Greece and Ancient Rome through oral and written advertising, and even branding. Early forms of advertising existed even in ancient times before Christ. The first advertisement that has come down to us, which is now kept in the British Museum, is said to be a record of the sale of a slave written on papyrus in Egypt.

### Keywords:

Appeal, product, demand, need, person, advertising, categories, symbol

In numerous publications on advertising, various definitions of it are given: - introducing the consumer to the goods or services offered by the production, trade or other type of enterprise; - paid, one-way and impersonal appeal made in favor of any goods or services through mass media and other types of communication; - forms of impersonal communication carried out through paid means of information distribution with the source indicated; - selling goods and services, providing information about consumer characteristics of various goods and services in order to create demand for them; - any paid form of impersonal presentation and promotion of ideas, goods and services by a particular sponsor; - paid, printed, handwritten, oral, or pictorial messages about a person, goods, services, or public action, originating openly from the advertiser and paid for by him in order to increase sales, expand the circle of customers, get votes, or gain personal approval; According to the definition of the American Marketing Association - any paid form of impersonal presentation and promotion of ideas or services on behalf of a specific sponsor, etc. In such a variety of definitions, it is possible to note two

completely opposite approaches to understanding the nature of advertising. In the narrow sense, advertising is understood as only paid, one-way, personal and indirect appeals in favor of a specific product. In a broad sense, any appeal to a potential consumer is advertising [95]. Thus, from the definitions of advertising, its main features can be distinguished: - it is paid; - it is carried out using mass media or special announcements; - it will have a clearly defined advertiser; - it informs and promotes goods or services So, advertising is a means of information about the quality of various goods, the benefit from their purchase, that is, special information distributed about legal entities and individuals or products for the purpose of direct or indirect profit (income). Advertising is considered a component of marketing and is also a psychological weapon influencing the formation of demand and consumer taste. Advertising is an activity carried out for the purpose of creating an enterprise image (long-term effect), increasing current sales (short-term effect), helping customers decide what to buy and why they need to buy it, and other purposes. The main task of advertising is to interest the buyer, not to lose them and to

expand their audience. The history of the emergence of advertising is very ancient, in Greece and Ancient Rome there is information about the advertising of goods by means of verbal and written advertising, even branding. Early forms of advertising existed even in ancient times before Christ. The first advertisement that has come down to us, now kept in the British Museum, is a record of the sale of a slave written on a papyrus in Egypt. In the text: "His two ears hear well, both his eyes see. I guarantee that he will be satisfied with a small amount of food, honest and obedient," it was said. But in ancient times, advertising inscriptions were more popular, not on stone or metal, but on walls scratched or painted. Researchers of the past call them graffiti (from the Italian word "graffito" - "scratched"). In ancient Greece and Rome, advertisements were written on wooden boards, pieces of copper, carved into bone, and read aloud in squares and other places where people gathered. In the past, when advertising began to occupy a large place in the life of society, special walls-ambushes were built for them in order not to write various announcements and notices on the walls of houses. The oldest city of Pompeii, which has preserved its original appearance due to the fact that it was submerged in liquid ejected from the volcano in 73 BC, has preserved for us more than one and a half thousand advertising references. Advertisements about almost all spheres of society and human life - political, economic, social issues, shows, various types of services - are displayed in them. In European countries, there were special heralds who announced the decrees of the king, and the orders of local authorities in cities. In addition, heralds were also specially hired by trade associations (guilds). A collection of messages and advertising materials published by heralds in France in the 13th century - "Heralds of Paris" was prepared by Guillaume de Villeneuve. In general, these heralds had a great place in the life of the squares and streets of Paris. The heralds used separate words and tones for each food, fruit or object that they were vocalizing, that is, they created unique speech and musical images. In 1608, the book "London Heralds" was published in England. One of the examples given

in it says: "Attention! Tell every man or woman who has something to report about the 24-year-old girl, and your service will be rewarded." It is difficult to answer exactly where the history of advertising first appeared: in the West or in the East. But we believe, based on available historical sources and research, that advertising originated in the East as a means of disseminating information for commercial purposes. Advertising and related activities developed as a science in Europe. The invention of the printing press by Gutenberg in 1450 ushered in a new era in the development of the system of mass communication, as well as advertising. Preparation of texts, which used to require several days and laborious work, became possible quickly with the help of printing machines. In 1465, the first printing press appeared in Italy, in 1468 in Switzerland, in 1470 in France, in 1473 in Belgium, Hungary and Poland, and in 1476 in England, the Czech Republic and other European countries. In 1472, advertisements were published for the first time. The text of the announcement that the religious book was put on sale was also hung in one of the English churches. Doctor Theophrastus Renotno is the founder of print advertising in Europe. In 1630, he established an office in Paris that published advertisements in the "French Gazette". The first advertisement published in this newspaper stated that a reward would be offered for information on the whereabouts of 12 stolen horses. Along with the development of the printing press, in addition to the publication of many commercial advertisements in newspapers, handwritten notices and leaflets prepared by printers were also pasted on the walls of buildings in the city. The current, close-to-modern look of advertising first appeared in the United States. Here, in the second half of the 19th century, the first advertising agencies were operating, and advertising began to bring significant income. Initially, the written advertisement performed the task of informing the buyers about the store and the goods sold in it. This work was done by writing blackboards and organizing showcases. Later, advertising became a form of addressing a potential buyer through publications - informational advertisements appeared in

posters, books, magazines, newspapers. Mass media (press, radio, television, cinema) were involved in advertising work. The special type of activity that appeared in this way became the basis for scientific research. In particular, in them and in the psychology of advertising, it is emphasized that it performs several tasks: 1) The task of informing and informing consumers about goods and services: advertisements provide information about the quality and reliability of goods and services, their areas of application, manufacturers, and ways of purchase; 2) Persuasive advertising - serves to increase the propensity of consumers and buyers to purchase or use goods; 3) Reminder advertising - plays an important role in expanding the existing, but somewhat forgotten demand, attitude to the goods known to the buyers themselves. Such advertising is used for periodically renewed and seasonal goods. Historical-methodological analysis allows to distinguish two traditions in advertising psychology, which can be conditionally called "German" and "American" traditions. The first tradition considered advertising as a method of psychological (suggestive) influence on consumers. Psychologists have determined the reasons and ways of influencing the human will, providing the opportunity to reveal the needs for advertised products. It is also the artificial creation of needs, for example, suggestion by instillation. The second tradition focuses on the processes of identifying needs through advertising (today this approach is called "Marketing") and their actualization or strengthening. Within the framework of the first methodology, advertising affects a person, and secondly, it affects the choice of goods and services, decision-making."

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