

FEATURES OF ORGANIZATION OF ADVERTISING AND INFORMATION ACTIVITIES OF THE ORGANIZATION

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Abstract:

The advertising organization manages the new form of advertising and its distribution by summarizing the information of similar advertising agencies. So, advertising is carried out in order to attract people's attention to goods and services, to make them widely known, and to spread information about them in order to ensure that an enterprise, a certain kind of product, service or social movement is popular among the people. is an activity. Skillfully organized advertising helps in driving the desires and behavior of consumers in the market. In the process of deepening market relations, economic liberalization and globalization in our country, new activities and new ways of thinking are required.

Keywords: *advertising, market, information, service, demand, product, price, sales and promotion.*

Our country is rapidly adapting to the market economy with its own difficulties. This process, which is difficult enough due to its structure, poses huge challenges in terms of citizens' outlook and behavior. Nowadays, social life cannot be imagined without advertisements. Because advertising has become a daily need, more precisely, a market demand. Advertising is rapidly entering our social life. If the 20th century entered history as a period of scientific and technical development, the 21st century will be the period of information technology. Because the sources of information, news, and messages from this part of the world are rapidly appearing in the other part of the world. This rapid spread of information has a strong impact on society members, our social life, people's lifestyle, and daily life. Advertising is a public form of information at the level of art, it is a means of highlighting the signs and technologies of products and services through various methods. Its importance increases, especially in a period of increased competition between productive forces in society. Advertising means providing information to the public about a product or service, explaining its advantages and possibilities. Advertising reflects the advantages of the origin of the

product or type of service, as well as the level of need for it. In advertising, information about the product includes all four requirements of the market. These are products, prices, sales and promotion.

In the conditions where the market economy is becoming more and more widespread in our life, specialists studying in the field of marketing must be specialists who have multifaceted knowledge, are able to conduct activities based on deep reasoning and observation, and have mastered their work thoroughly. In particular, the organization of advertising activity is very complicated and highly demanding. In order to make optimal use of the existing conditions, as well as the economic growth of the country, the enterprises and organizations engaged in entrepreneurial activities are well aware of their specific features in maximizing their financial resources and providing them with funds through the organization of advertising activities, making different economic conclusions should be able to prove that they are correct and reasonable. The organization of advertising activities is of great importance in the further development of market relations, free competition and ensuring the well-being of the population. Methods of activation of economic relations arising in the advertising-market, methods of comprehensive and systematic solution of problems of production and sale of goods, quick adaptation to changes occurring in the market, stratified approach to consumers, creation of competitive new goods and organization of their production, development of business conditions aims to explore learning and prediction and the development of effective advertising. The organization of advertising activities pays special attention to viewing enterprises as a tool for achieving economic goals in the market.

In Western countries, where the level of competition is very high, any company in almost all sectors of the economy cannot make a living without advertising in one form or another. The concept of advertising includes various types of enterprise activity:

- the product to be prepared and advertising intended for its use;
- advertising for the company itself;
- open (direct) advertising;
- hidden (indirect) advertising (for example, a certain brand of goods is shown in a film or a creative article is printed in the press about the company's activities and the quality of its products);
- transfer of goods, advertising aimed at expanding sales, etc.

Therefore, all measures that directly and indirectly help the enterprise to achieve its goal can be included in the advertising sentence.

Advertising can be viewed in three ways:

1. Internal advertising of the firm.
2. Advertising aimed at increasing the company's reputation in society.
3. Advertising for the transfer and sale of goods.

Company internal advertising. One of the main tasks of this advertisement is to create confidence in the employees of their company, to make them feel that their fate is closely connected with the fate of this company. The means of internal advertising of the company are:

- the appropriate level of the enterprise's organizational structure and good mutual relations between management and employees;
- social benefits for employees;
- company newspaper;

- Leaders' exemplary behavior in society.

When advertising in this society, it should always be remembered that every employee of the enterprise is both a member of the society and a potential customer.

Advertising aimed at increasing the company's reputation in society. Large enterprises have special departments for such advertising activities. They usually report directly to management. This ad uses the following tools:

- communication with press representatives;
- announcements in the press that advertise the company's achievements (for example, sponsorships) without directly advertising the product;
- the participation of company managers in the social life of the country (for example, in the USA, managers temporarily work in government bodies).

Advertising for the transfer and sale of goods. This is the main area of advertising activity, which is closely related to the concept of marketing mix, which combines all the interrelated factors that affect the sale of goods.

The typology of advertising information is as follows:

- ✓ through the method of influencing the buyer;
- ✓ through the method of expression;
- ✓ in terms of main goals and tasks;
- ✓ in terms of possible feedback of advertising with consumers.

The methods of influence of advertising information are as follows:

- ✓ rational (common sense)
- ✓ emotional (feeling).

Rational advertising provides information from the mental appeal to the potential buyer. He gives arguments to convince the buyer, chooses the form of speech through his arguments, uses drawings and pictures to enhance the impression of his words.

Emotional advertising evokes memories. It leads to thinking, appeals to feelings, emotions. Influences ideas and assumptions through emotion. The way it benefits is picture, color and low-level sound. Advertisements are either purely rational or purely emotional. However, the number of advertising messages is many, one can say too many. It shows these two views. According to the method of expression, advertising is divided into "hard" and "soft". "Hard" advertising includes a short, quick statement of the goal, influencing the object through an image, drawing attention to the purchase by shouting, promotion taking into account the benefit of the advertisement. "Soft" advertising not only conveys the message about the product and its brand, but also creates a useful atmosphere around the product. Often, emotional advertising is carried out through games on these characters, with the help of symbols that play on deep motives. It gradually directs the potential buyer to a certain product, awakens an internal force, and forms the buyer's willingness to buy.

In terms of the main goal and task, advertising can have the following forms:

- ✓ Image advertising is a prestige enterprise aimed at creating advertising in society.
- ✓ Promotional advertising
- ✓ Ad strength
- ✓ Advertising within the company

- ✓ Advertising to expand product sales
- ✓ advisory advertisement
- ✓ comparative advertising
- ✓ reminder advertisement
- ✓ reinforcement advertising
- ✓ informative advertising
- ✓ warning advertisement
- ✓ inviting advertisement.

Image advertising mainly focuses on creating a favorable image (image) of the customer, the partner's goods and the company. In it, it is permissible to show kindness and firmness to customers.

Stimulating (interesting) advertising is mainly focused on making the customer interested in purchasing the product of this company. The main points of emphasis are the main advantages of this company's products and their positive results compared to other similar goods and services.

Promotional advertising is mainly aimed at informing buyers and partners about the stability of the company's work, as well as about its stability in market conditions.

Advertising within the company is aimed at instilling in employees a sense of confidence in their enterprise, creating in them a sense of mutual ties related to its destiny. If each member of the enterprise can take the necessary measures for their activities and take responsibility for them, then the workers will be satisfied with their work in the company and will advertise the company to the society.

Means of internal company advertising:

- company newspaper;
- good interaction between workers and leaders;
- advertising for the purpose of expanding the sale of many social benefits for workers is the main sphere of advertising activity.

Persuasive advertising is a more aggressive type of advertising, the main task of which is to persuade the customer to buy this particular product or service.

Comparative advertising is a variant of persuasive advertising. It is based on comparing the advertised goods or services with competing goods or services. Legislators in many developed countries have prohibited direct criticism of a brand's competitors or its manufacturer, in which case this can be comparative advertising.

Reminder advertising is aimed at reminding potential buyers about the specific presence of a firm or product on the market and about its characteristics.

Reinforcement advertising is a variant of reminder advertising. He should support the consumer for the goods he bought, convince the buyer of the correctness of his decision. It should be focused on turning the customer into a regular customer.

Informative advertising - this advertising is aimed at providing information about the company and its products, goods, characteristics, reputation, innovations.

Warning (preventive) advertising is more expensive than expected. The goal of such advertising companies is to undermine the position of their competitors who cannot afford to spend large amounts of money on advertising.

Advertising means include:

1. Exhibitions (world, international, national, company-level exhibitions, transport, illuminating the activities of businessmen, permanently impressive - i.e. exhibitions at institutes, educational institutions, organizations, Sales and commodity markets exhibitions).
2. Printed advertising publications: catalog, booklet, flyer, Poster, Postcard, informative letters, portraits of poets and writers. calendars (for the wall, for side notebooks), company wrapping papers, labels, invitations.
3. Advertisements in the publishing house - advertisements, articles, round table materials.
4. Television advertising - the participation of advertising of goods and services among commercials or films, clips, production exhibitions, art night reports, special programs, movies, TV shows.
5. Radio advertising - special broadcasts, advertisements.
6. Transport advertising - placement of advertising posters inside the transport. Also, advertisements on the exterior of vehicles.
7. Electronic advertisements - electronic billboards on the Internet and in the central streets of the city.
8. Variable and circular advertisements are installed in the squares of the central streets.
9. Advertising by mail or instant e-mail.
10. Advertising through the telephone network.
11. Advertisements in the form of souvenirs - auto pen, keychain, souvenirs.

Advertising psychology determines how advertising affects consumers. Advertising psychology is a branch of applied psychology that studies the motivation of human consumer behavior. He studies the processes of advertising influence on the human psyche. The human psyche is structured in such a way that it does not change completely at once. But in general, people's views can change faster. This should not be forgotten during the production of advertising products intended for the general public. This is especially important in a society where economic and social processes are taking place.

Advertising today mainly performs two functions:

A) Providing information

B) Propaganda.

Advertising in all its forms, whether it is oral, written, or consists of a single image, provides information to people. He tries to meet their needs. Examples of this include radio and television advertisements. Posters, fairs and other forms of advertising affect you and us. In all aspects, a person receives new information from it, gets acquainted with new things. It informs about the service methods of this or that institution, office, enterprise. Advertising fulfills all these tasks by providing information. For this reason, we consider advertising to be an informative activity.

The promotional task of advertising is that it influences the human psyche to buy what is being advertised, to use good things, and to use the thoughts and methods necessary for a person's life. He tries to convince of good things, good qualities and thoughts. Advertising helps a person to receive all the incoming information messages, to choose many recommended products in the markets every day, and to buy new goods that he was looking for and did not know about.

It is observed in the development paths of advertising that its types have changed and formed depending on the times. Advertisements are constantly evolving in our way of life. It affects its

formation. Until now, we have been using traditional and modern types of advertising. Exhibitions are one of the traditional advertisements, where unique crafts and works of art are displayed. They increase the reputation of the state, the nation, and the individual, and introduce the nation to the world.

Printing (advertising publications) - covers catalogs, booklets, flyers, postcards, newsletters, posters, large-scale posters, portraits of poets and writers, color pictures of companies, calendars, labels, stickers, etc. This type of advertising is very convenient and can be given as a gift. Exhibitions, book stores, libraries, enterprises and institutions benefit from such advertising publications.

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