

ETHNOPSYCHOLOGICAL FEATURES OF MODERN ADVERTISING PERCEPTION IN UZBEKISTAN

Omonov Sherali Ibrokhim oqli

Lecturer of the Department of psychology of Fergana State University

omonov7092@mail.ru

+99899 601 7891

Annotation: The article is a topical research topic, and it has not been long since the advertising factor has become an integral part of socio-culture. Although advertising is a factor that strongly influences people's mental development and consciousness, its potential has not been fully analyzed. Especially in the current period when the law on advertising is under discussion, it is especially relevant, and the research of professional psychologists is of great importance.

Key words: Television and radio advertising, propaganda, "monkey" suicide mechanism, directional signs, advertising psychology, cognitive psychology, Psychological Agency for Advertising Research (PARI)

Some authors engage in propaganda and advertising, sometimes making them directly dependent on the media, with the help of which certain types of advertising activities are carried out. Of course, the media offers one of the most effective conditions for establishing advertising links. However, as noted above, there are also types of advertising activities that take place in addition to the media, such as self-promotion in direct contact between people, personal sales, to 'direct marketing, advertising in points of sale, supermarkets, shops, or propaganda, for example, by throwing printed propaganda materials from planes during wartime.

We are not talking about traditional media. Therefore, advertising cannot be studied only in the context of media psychology. And the psychology of advertising in the media, therefore, should be highlighted in a special section of advertising research.

According to GS Melnik (1996), the development of a wide network of different media has led to changes in social psychology and traditional ways of thinking. Today, it is arguable that the media is involved in creating a new type of personality with specific psychology and behavioral responses.

Social psychology studies the results of the interactions of people involved in some kind of joint activity (charitable, commercial, economic, scientific, etc.). Journalism is also seen as a joint activity to produce, process and disseminate information to it. And any act of journalistic influence, in the opinion of G. S. Melnik, can be conceived as an interaction of the minds of those who create and transmit information and those who consume it.

Television and radio advertising. Analyzing some psychological features and possibilities of television and radio advertising, American psychologists C. Sandage, W. Freiburger and C. Rotzall (1989), like other means of information dissemination, television and radio companies also offer unique opportunities to the advertiser. offer. planning and implementing an effective advertising strategy.

Thus, television and radio give the advertiser precise control over when his appeals are received - not just on what day of the week, but at what time and at what minute they are seen or heard. This allows you to select a specific audience, "connect" to news, weather information and other headlines of the day. From a technical point of view, the advertiser gains control over the speed at which their ad is transmitted. The narrator can read the text faster or slower, repeat something to make it stand out, or remember it better.

Compared to other media, television and radio are or may be more personal in nature. They convey the warmth, the emotion of the human voice. In addition to the personality factor, television also has the ability to display advertised products in practice. Researchers use images, sound, motion, and color to ensure a high level of audience engagement with what is happening on a television screen.

According to a number of Russian experts in the field of television communication psychology, television as a means of communication creates a symbolic reality, which "presses" the screen and becomes a subjective reality of man, creating a situation - "close, but not together." "Using the language of visual images," writes L.V. Matveeva, T. Ya. Anikeeva and Yu. V. Molchanova, - Television makes a person a participant in events on the other side of the planet to the phenomenon of "reliability" of television images. However, the same phenomenon makes television itself a "great illusionist" (Matveeva L. V., Anikeeva T. Ya., Molchanova Yu. V., 2000, p. 5).

One of the main psychological problems that constantly attracts psychologists is the task of influencing television and television commercials to the audience, to the changes that occur under their influence, rather than to the psychologists-practitioners who work with 'ordering'. the structure of the individual and society.

Well-known American psychologist E. Aronson (1998) describes many cases in which the media has a negative psychological impact on the population. It also not only controls people's actions, but also influences their destiny.

Thus, in March 1986, a group of four teenagers from the American state of New Jersey committed suicide. A week after the incident, two more teenagers were found dead, their suicides similar to the previous one. These events were widely covered in the media. Social psychologist David Phillips has blamed the media and, above all, television, for the series of monkey suicides. He reviewed the suicide statistics of teenagers who appeared after news on the subject appeared on TV news and special television shows.

The researcher established a clear relationship: a significant increase in suicides among adolescents was observed within a week after transplantation, which is not a coincidence from a statistical point of view. Also, the more detailed the coverage of suicide, the greater the number of suicides.

According to D. Maers (1996), the most plausible explanation for the increase in adolescent suicide after the coverage of such cases in the media may be considered to be the presence of 'advertising'. According to him, it is he who triggers the next "monkey" suicide mechanism.

In another study, psychologist David Phillips also analyzed fatal car crashes, examining the effects of media coverage of suicide. According to the researcher, some people who have decided to commit suicide and at the same time do not want to injure their families by reporting the suicide of a loved one have found themselves in a car accident. killed, this may give the impression of a tragic accident from the outside.

The researcher noted that each such incident is officially reported as a "fatal car accident involving a single driver". D. Phillips suggested that after suicides, which are widespread in the media, such "car accidents" should increase significantly and that their victims should have something like suicide, which is shown on television. This assumption has been proven very reliable as a result of careful testing.

The problem that has caught the attention of social psychologists in studying such phenomena is that the media often do not try to encourage violence, aggression, or suicide. However, most people take what they see on the screen as a guide to action. Thus, media research reveals a whole class of phenomena specific to advertising, but only by studying the psychology of media exposure can psychologists describe them in the most vivid way.

Another important psychological issue that requires further study is the impact of television on children. Many TV channels, both in our country and abroad, are primarily aimed at children. This was done so that they could demand from their parents the goods they liked.

Some parameters of the methodology of psychological examination of billboards:

1. Ability to read, understand, memorize an advertising message (picture and text) when presenting a photograph of an object to be taxistically assessed.
2. The essence and content of the advertising message: personal benefit of the buyer / customer, a unique sales offer (USP), a reminder about the company, product, service.
3. The number of elements of the advertising message (number of pictures: words, fonts, pictures, symbols, colored spots, etc.).
4. The ratio of the height of the sign (letter) to its width.
5. The width of the stroke relative to the height of the character (letter).
6. The distance between the characters (letters).
7. Distance between words (horizontally).
8. The distance between lines of text (vertical).
9. The ratio of word height to text size.
10. Ratio of logo and text size.
11. Horizontal or vertical placement of letters on the shield (sign, poster, pointer, etc.).
12. The degree of conflict between the shape (text, emblem, picture, etc.) and the background.
13. The ratio of the clear field of view of the shield ($-N'$) to the theoretically calculated ($=N$). $N(m) = 2.5 \times N$ (mm).
14. The angle at which the shield plane is set relative to the direction of vehicle or pedestrian traffic.
15. Shield height above ground level (in meters).
6. The number of vehicles passing within the clear view of the shield (determined on the basis of video with a strong impact).

17. The number of pedestrians within the clear view of the billboard (determined on the basis of video with a strong impact).
18. The "work" of the shield at night.
19. Aesthetic compatibility of the shield with the surrounding background (relief, buildings, etc.).
20. Distinction of the shield (picture) against the background of competitive advertising.
21. The ability to distinguish the shield (picture) against the background of the surrounding area.
22. Presence of factors limiting the speed of vehicles (traffic lights, traffic safety posts, frequent traffic jams, etc.) in areas located in the field of shield perception.
23. Places where there are a lot of people in the field of board perception (bus and other stops, kiosks, pedestrian crossings, historical and other attractions, etc.).
24. Safety of the board for the movement of pedestrians and vehicles.

Evaluate the effectiveness of television advertising campaigns

Some authors cite data on television advertising campaigns that have been ineffective as a result of underestimating some features of the audience's psyche. During a series of large-scale socio-psychological studies supported by the National Highway Traffic Safety Administration, American psychologist Slovik and his colleagues created 12 television commercials promoting the wearing of seat belts. After initial testing by several hundred people, the selected six videos were evaluated by several thousand people in a television studio. The three best videos were consistently broadcast to another special audience group. Unfortunately, the propaganda did not affect the use of seat belts.

Slovik's research concludes that every successful trip builds confidence that seat belts are useless, and no matter how advertising campaigns or television commercials are used, they cannot be persuaded to increase the percentage of American motorists who use seat belts voluntarily. "It is clear from this example," writes D. Maers, "that attempts to convince people of something are sometimes immoral, sometimes useful; sometimes effective, sometimes useless. By themselves, they are neither good nor bad. Evaluating a message as 'good' or 'bad' usually only applies to its content. If we don't like this content, we call this message 'propaganda', if we want, 'education'. Enlightenment in the literal sense should be more evidence-based and less coercive than simple propaganda. And yet, as a rule, we say: "enlightenment" if we believe in information, and "propaganda" if we do not (Mers D., 1996, p. 312).

The author believes that people's opinion should be based on something objective. Therefore, attempts to convince them of something in one way or another - whether enlightenment or propaganda - are inevitable. Persuasion is felt everywhere - in politics, marketing, love, parenting, negotiation, religion and court decisions. Therefore, social psychologists should try to determine exactly what the message is effective on and what factors are effective in changing existing perceptions. And also how people can effectively "educate" others as advice.

Not only television, but also radio advertising today is a powerful means of psychological impact on the population of almost any developed country. C. Sandage, W. Freiburger, and C. Rotzall (1989) write that radio has radioactive advertising capabilities. Within a week, 96% of the entire population aged 12 and over will be in contact with it. The authors' research shows that 86 percent of suburban commuters in the U.S. use radio during business hours, which helps advertisers effectively reach this market segment. Today, in our country, radio advertising, mainly using the FM band, is becoming increasingly attractive to advertisers. At the same time, its efficiency is further increasing due to the sharp increase in the number of motorists and the widespread use of mobile phones.

According to American researchers, the highest level of listening activity falls between 7.00 and 8.00 in the morning, when the majority of the country's population falls while turning on the receivers. Then the number of listeners begins to decline in the afternoon, and from 15.00 to 19.00, it increases again due to the increase in the number of motorists returning home from work. Unfortunately, today in our country there is less psychological research on radio marketing, for example, advertising on television or in the press, and less than those who have their own characteristics. Therefore, research by foreign authors is double-checked by local media experts.

This tactic proves to be very successful. According to a survey of mothers surveyed by D. Maers, more than 90% of preschoolers are exposed to toys and food that they see on TV after watching the ad. asked to buy. Nearly two-thirds of mothers surveyed said they heard their children (from the age of three!) Play gum music alongside popular commercials.

However, after a certain period of time, most children begin to deal with some criticism of advertising. One study found that only 12% of sixth graders believe that television commercials always or often tell the truth; by the tenth grade, only 4% of such school students remain.

Outdoor advertising. Research on outdoor advertising is very important for practice today. In the production of outdoor advertising, the designer uses a variety of graphic images, icons, fonts, etc., which allows the production of unique products and provides freedom of creative research in the execution of the order. However, the main criterion of psychological effectiveness today (perception, reading, memory of the advertising material) is primarily the opinion of the author of the development or, at best, the author's team. Developers (intuitively or based on previous experience) determine which visual tools to use to create attractive, effective advertising. This approach to the assessment of psychological effectiveness can be called the author (Lebedev AN, Bokovikov AK, 1995). It is based on waiting for people's reactions and therefore is not always effective in practice. For example, many original designs (fonts, logos, corporate styles, etc.) are used successfully in the press, but often lose outdoors, such as billboard advertising.

One of the main conditions here is to understand the ad text over long distances and in a relatively short time. An objective assessment of the effectiveness of outdoor advertising perception will be possible only as a result of specialized psychological research.

Outdoor advertising is one of the most acceptable types of advertising for the consumer. It has a certain psychological specificity that must be taken into account when planning and conducting advertising campaigns. The psychological structure of human perception of outdoor advertising is characterized by a number of features, the principles of selection of places for the installation of billboards, their design, decoration of offices, banners, posters and more.

Psychological influence of speakers of different sexes on radio advertising listeners (experience). At the Psychological Agency for Advertising Research (PARI), psychologist E.V. Darnenko conducted an experimental study of the psychological effects of speakers of different sexes on radio advertising listeners.

Seven audio clips were created for the experiment, two of which advertised the product to male consumers, two to female consumers, and three to both sexes. Studies show that linking the shield to the direction of movement of vehicles, its height above ground level, etc., is in a complex psychological relationship with the effectiveness of perception by the driver and pedestrians. . The amount of information available on billboards should take into account a person's cognitive capabilities. In this case, any other source of information plays a major role, resulting in advertising being perceived, increasing or decreasing its impact on the consumer (visual communication, other advertising and even historical and architectural monuments).

According to the psychological laws of contrast (number and background), outdoor advertising can be perceived clearly and distinctly, which can create or lose a clear image of the object being advertised for the consumer, affecting other effective media.

American experts in the field of design, engineering psychology and advertising psychology V. Woodson and D. Conover (1968) found that outdoor advertising and road signs (signs) placed on the roads are a very common mistake in the creation of the sign, sign or road sign the larger it is, the more misconception that the contour of the letters should be sharp. In order to ensure the clarity of their perception in the creation of advertising objects, it is necessary to follow the rules already established in engineering psychology for devices and records.

The authors also point out that the size of the letters should be larger for billboards placed on the main highways of large cities, as increasing the speed of movement will reduce the time for the driver to see and read what is written on the billboards.

Development of methods for psychological examination of outdoor advertising. In 1995, by order of Inkombank, specialists of the Psychological Agency for Advertising Research (PARI) tried to develop a special method of psychological examination of outdoor advertising (Lebedev A.N., 1996 c; 1997 a; 1997 b). In the first stage, the study was conducted in accordance with the principle of developing psychometric scales for expert evaluation of billboards, and so on. The group of experts was offered videos and photos of advertising objects (billboards, company facades, office signage, etc.). Then the evaluation of advertising objects in the field was carried out.

The developed technique can be used to determine and evaluate the placement of billboards, to select the most effective options for outdoor advertising. This will allow you to supplement the intuition and practical experience of the ad distributors with some simple calculations, i.e. to make more reliable decisions on the placement of the ad.

Thus, using this technique, the psychological effectiveness of outdoor advertising is analyzed, the amount of data processed by the observer is assessed. Here it is easy to be reminded about the company, product, service, to attract attention, to evoke positive emotions, to be interested in personal interests, to understand and memorize information as easily as possible.

For most advertisers and designers, the modern literature on outdoor advertising psychology does not include formalized methods, but is presented in the form of text with recommendations (Sherkovin Yu. A., 1995). These unofficial recommendations for the development and placement of outdoor advertising, in particular the billboard, do not allow a quantitative (statistical) assessment of its psychological effectiveness.

One of the ways to evaluate the perceived effectiveness of billboards is to formalize the features studied within the framework of precise quantitative methods based on comparison, scaling, instrument measurements. All this must be done according to many criteria to select the most psychologically effective options (easily recognizable from a distance, located in crowded places, well lit with natural and artificial light, and much more). The choice of features should be made in accordance with the theories of cognitive psychology, where the specific characteristics of advertising spaces are also taken into account. In addition, outdoor advertising (e.g., directional signs) should be analyzed from the standpoint of a “not very smart observer”. In this case, one of its main tasks, speaking in the language of psychology, is to provide the subject with an effective formulation of the ‘indicative basis of action’ (OOD). This approach is already more effective because it significantly expands the audience of observers who can quickly and accurately perceive advertising information intended for pedestrians, vehicle drivers, and passengers.

Psychological examination of outdoor advertising allows to determine which advertising objects are effective or ineffective, which saves significant material resources.

There are two interpretations of the concept of ‘effectiveness’ in social psychology (Dontsov A. I., 1984; Nemov R.S., 1984 and others). In the first case, efficiency is the efficiency of an activity, the achievement of a goal set by an individual or a group of people. In the second, their inner satisfaction from this activity. This pattern is also observed in advertising. Effective advertising not only influences, motivates to buy, but also gives aesthetic pleasure.

The criterion for such effectiveness is positive emotions, the desire to see advertising again. In this case, professional design plays a leading role. Creating a beautiful attractive form for simple things and ideas is best suited to human nature, which is one of the main conditions for psychologically effective advertising.

It is interesting to note that the variety of abstract color combinations and geometric shapes, fonts and unfamiliar characters in outdoor advertising is more of a negative factor of effectiveness than a positive impression in terms of cognitive psychology.

Something that is very suitable for newspaper or magazine advertising, small self-adhesive stickers and placards, is not always suitable for outdoor advertising placed along highways (billboards) or on large billboards mounted on the walls of multi-storey buildings (security walls). roofs of houses (stepped planks) and others. After all, here the psychological process of perception and processing of information takes place in significantly different conditions.

Information about outdoor advertising should be received in a very short time and at very long distances.

The number of abstract (meaningless) elements in the shield is inversely proportional to the speed of information recognition and the amount of memorization of the images presented. The text written in only one type of font is read by the observer several times at once. Any inclination, the frequent alternation of uppercase and lowercase letters, the change in size (unless they carry a special semantic load) forces the observer to work hard mentally. This is definitely tiring, causing emotional stress, especially when you need to feel the billboard in a moving vehicle or in a situation that requires increased attention.

It is known from history that handwritten fonts were generally invented not for those who read the text, but for those who wrote it. The latter needed to be made easier and the writing process faster. Even with a stylized standard font, handwritten texts are very difficult to read. It is also known that the printing of industrial books allowed the abandonment of handwritten fonts and the transition from one letter to another printed fonts. This was no accident: the separate writing of the letters dramatically increased the speed of reading the text.

Engineering psychology has long identified patterns of font acceptance, describing and analyzing those that are appropriate to use to obtain the highest psychological effect of remote text recognition. It is known that letters should be the distance between words or the ratio of a letter to its width, etc. (Woodson V., Conover D., 1968). Otherwise, there are problems with the advertising consumer. And you know people don’t like problems. NIKE brand advertising is a clear example of this. From a traditional point of view, it is primitive, from a psychological point of view, it is simple in preference, easily recognizable over long distances, and therefore effective.

A big psychological problem in outdoor advertising is the choice of ratios of graphics and text. Research by psychologists shows that placing large color photos on billboards has a number of advantages over pictograms,

pictures, and even text. There is a simple explanation for this: photographs are understood, done, instantly recognizable, and reading text takes a lot of time.

Thus, it is advisable to refer to the texts in billboard advertisements only after the end of the graphic possibilities. A beautiful colored slide is always preferred for pictograms and even more so for pictures. This gives the most realistic image of the advertised product, as a rule, does not require complex mental activity from the observer. It depicts the product in an enlarged form, hides its shortcomings and emphasizes its advantages, thereby forming a vivid emotional image.

All of the above allows us to make a reasonable assumption that the key concept in evaluating a billboard from the perspective of cognitive psychology is the concept of 'information convenience'. In this case, the effectiveness can be assessed only after studying the processes of processing advertising data by a person who is a potential consumer of the advertised goods or services. Qualitative research can only be performed in a specially equipped experimental psychological laboratory.

For example, the method of installing the shield in the direction of movement of vehicles, its height above ground level and other factors are in a complex psychological relationship with the effectiveness of perception by the driver. and pedestrians. However, research shows that in some streets of Moscow, more than 70% of billboards are installed parallel to the direction of traffic, which is not always effective in terms of cognitive psychology (Lebedev AN, 1996 c).

Advertising in the press. American advertising researchers C. Sandage, W. As Freiburger and C. Rotzall point out, "The primary function of magazines in the United States is to reach an audience of advertisers". Because magazines and newspapers account for 60-70 percent of revenue and television and radio revenues account for almost 100 percent of advertising revenue, advertisers and their agencies are happy and nourished in every way (usually using attractive statistics), saving time and effort on huge costs. does not spend (Sandage Ch., Freiburger V., Rotzoll K., 1989. p. 63).

If we analyze Russian advertising in the late 19th - early 20th centuries, we can find psychological differences between the advertisements placed today, when the main means of advertising were newspapers, magazines and outdoor advertising, rather than television, radio and the Internet. from modern print advertising for centuries in the press last year and in the past. First, in the past, advertising was more tailored to the advertiser. The advertiser of the past centuries has made his name in advertising without fear and pride. It was an honor and no one considered such advertisements obscene or offensive.

This has instilled confidence and respect for the entrepreneur among consumers. People understood that a businessman would never use his name as an advertisement unless he was convinced of the quality of the goods.

Perhaps, on the one hand, in those years the largest companies in the country were fewer and richer people; The more capital was accumulated in those hands, the sole owner. On the other hand, if a person shows his name in advertising, personalization is the best guarantee of product quality. Therefore, comparing the old newspapers and magazines in which the advertisements were placed with the modern ones, in those years we undoubtedly came across more reliable names (Lebedev AN, Bokovikov AK, 1995).

Today, the entrepreneur is impersonal, masked. And it's not just about economic and legal constraints. Modern advertising is less emotional and more aggressive than human. Apparently, this only reflects the relationships between people in the community. Personality is very rare in the field of advertising today; perhaps for obvious reasons, only political advertising is overly personalized [33].

Advertising in the press can be conditionally divided into advertising and textual materials (articles, notes, reports, interviews, etc.). There is a large amount of psychological research on advertising. As part of such research, the perception of fonts, photographs, slogans, logos, color combinations, advertising images, etc. was studied, while very little research was conducted on the perception of advertising texts by students.

Scientific and practical research is urgently needed to determine the importance of any advertising medium, i.e., media and communications, for a particular socioeconomic group, as well as a person of a psychological type.

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