

**TRENDS IN THE DEVELOPMENT OF ADVERTISING ACTIVITIES IN  
UZBEKISTAN****Oserova Maftuna Makhmutovna****Karimova Ziyoda Abduvasitovna**

**Abstract:** This article examines the process of development of advertising activities in Uzbekistan and current trends in this field. The article highlights the economic and social significance of advertising, its role in the market economy, and its impact on society. In addition, the historical stages of the development of advertising and its legal foundations are analyzed.

**Аннотация:** В данной статье рассматривается процесс развития рекламной деятельности в Узбекистане и современные тенденции в этой сфере. В статье раскрываются экономическая и социальная сущность рекламы, её роль в рыночной экономике, а также влияние на общество. Кроме того, анализируются исторические этапы развития рекламы и её правовые основы.

**Keywords:** advertising, advertising market, marketing, digital advertising, advertising legislation, economic and social significance.

**Ключевые слова:** реклама, рекламный рынок, маркетинг, цифровая реклама, рекламное законодательство, экономическая и социальная сущность.

**Introduction**

Today, advertising is not only a tool for promoting a product or service, but also an important part of the economy. In an increasingly competitive environment, businesses rely on effective advertising strategies to attract customer attention and increase market share. The expansion of entrepreneurship, the growth of the private sector, and the development of digital technologies in Uzbekistan are making the advertising industry more relevant. Therefore, it is important to study the development trends of advertising, its economic and social significance, and its legal basis.

The purpose of this article is to analyze how advertising is developing in Uzbekistan, and how it affects the economy and society. To this end, we will study the theoretical foundations of advertising, consider its economic and social essence, analyze the stages of its historical development, and also identify its legal aspects and modern trends.

The object of the study is advertising activity and advertising market in Uzbekistan. And its subject is the processes of development of advertising activity, its economic and social impact and the mechanisms of Legal Regulation.

**Concept and theoretical foundations of advertising**

Advertising is an activity aimed at communicating a product, service, or idea to consumers and encouraging them to purchase it. It not only promotes the product, but also acts as a link between the consumer and the manufacturer. In a market environment, advertising fosters competition and helps companies build their brand.

Advertising plays an important role in the Marketing system. As well as being a product sales tool, it helps to understand customers, communicate with them, and develop effective strategies. At the same time, advertising also performs such functions as shaping demand in the market, introducing new products, and creating a brand image.

Advertising is divided into several types. For example, print advertising is done through newspapers, magazines and posters. Television and radio advertising helps to reach a wide audience. In recent years, digital advertising has been carried out through the Internet and social media. In addition, there is also social advertising, which aims to develop certain values and awareness in society.

Thus, advertising is not only economically but also socially important and is an integral part of modern marketing.

### **The economic and social essence of advertising**

Advertising not only helps sell a product or service, but also has great importance for the economy and society. It not only ensures the exchange of information between companies and consumers, but also plays an important role in developing market relations, increasing competition, and improving economic efficiency.

Economically, advertising helps to form demand in the market. For example, when a new product or service is introduced, advertising will attract the attention of consumers, make them aware of the product and encourage shopping. Thus, advertising not only increases sales, but also allows companies to expand their market share. Advertising is also a very important tool for small and medium-sized businesses. Through them, it will be possible to introduce their products to the public, compete, and expand their customer base. At the same time, advertising contributes to the development of various sectors of the economy, as it stimulates production, service, and trade processes.

Socially, advertising plays a large role in shaping the consumer culture of society. While simple advertising focuses solely on product sales, social advertising is used to raise awareness of public health, safety, ecology, spiritual values, and other important issues. Thus, advertising serves to develop people's minds, increase their information and knowledge, and form social consciousness. For example, advertisements on public transportation safety, healthy lifestyles, or environmental protection can help raise awareness among the population about important issues.

Advertising also reflects trends and culture in society. Through it, people get acquainted with new technologies, products and services, as well as their shopping habits and preferences are formed. Therefore, advertising simultaneously fulfills economic and social functions: it promotes communication between companies and consumers, activates the market, intensifies competition, and draws attention to important issues in society.

### **Formation and historical stages of development of advertising activities in Uzbekistan**

Advertising in Uzbekistan has a long history, and its development process is divided into several stages. In each period, advertising was manifested with its own characteristics and forms.

**Soviet era (pre-independence).** During the Soviet era, advertising in Uzbekistan was largely under state control and economically limited. Due to the limited number and selection of products, advertising was more focused on providing information and education. Print media,

posters, and television were used to inform the public about products and services, but there was little commercial intent to advertising. At the same time, social advertising was widespread during the Soviet era, promoting issues such as a healthy lifestyle, safety, and ecology.

**1991–2000:** The period of transition to a market economy. When Uzbekistan became independent, the economic system underwent a radical change. During this period, advertising activities also began to develop. The transition to a market economy allowed the advertising market to form. During this period, the first independent advertising agencies appeared, and commercial advertising on television, radio, and in print media increased. During this period, advertising companies focused on building their brand and promoting their products.

**2000–2015:** The era of traditional media and media advertising. Since the 2000s, the advertising industry in Uzbekistan has developed further. Television and radio advertising became common, while print media remained the main medium of propaganda. During this period, advertising companies began to work professionally, creating a brand and product image was set as a priority. At the same time, creative advertising developments emerged that took into account national culture and aesthetics.

**2015 to present:** the era of digital advertising and internet marketing. In recent years, the development of the internet and digital technologies has caused a fundamental change in the advertising industry. Social media, contextual advertising, bloggers, and online platforms have become widely used as advertising tools. Thus, advertising is no longer limited to television or print media, but also reaches a wide audience through the Internet. This increases advertising effectiveness and allows businesses to communicate directly with customers.

Advertising in Uzbekistan has developed gradually during the period of independence: from the Soviet-era system of information and social advertising, it has now transitioned to a modern and effective advertising system through digital technologies and social media. Each era has left its own unique trends and experiences, which are helping to shape current advertising strategies.

### **Legal basis for advertising activities in Uzbekistan**

Advertising activities in the Republic of Uzbekistan are regulated on the basis of the law “on advertising”. This law aims to legally regulate relations in the field of advertising, to define the processes of preparation, placement and distribution of advertising, as well as to protect the interests of consumers. In accordance with the law, advertising activities are subject to state control, and advertisers, producers, and distributors must carry out their activities in accordance with the requirements of the current legislation.

The legislation clearly defines the concept of advertising, the requirements for its content, and the rights and obligations of advertising entities. Advertising is information distributed to inform consumers about a particular product or service and encourage them to choose it. At the same time, advertising content should not be false or misleading, should not contradict the moral and social values of society, and should not encourage consumers to make incorrect decisions. During the advertising process, advertisers, advertising producers, and advertising distributors must fulfill their obligations and ensure that the content of the advertising complies with the law.

The law also establishes special restrictions on advertising of certain types of products. In particular, special requirements are imposed on advertising of medicines, tobacco and alcohol products, as well as certain goods that can affect the health of children. These restrictions serve

to protect public health, protect consumers from misinformation, and ensure a healthy social environment. At the same time, state control over advertising activities is exercised, and individuals or organizations that violate the requirements of the law are held accountable in accordance with the established procedure.

An important aspect of the law is the requirements for the language of advertising. According to Article 6 of the law, advertising should be prepared and distributed in Uzbek, the state language of the Republic of Uzbekistan. In cases where advertising is required, it may be provided in other languages, but it must also contain text in the state language. The advertising text must be clear, understandable, and culturally appropriate for consumers. This ensures that advertising information is understandable to all segments of the population.

### Conclusion

In conclusion, advertising is an important part of today's economy and marketing system. It informs people about products and services, influences their choices, and helps increase competition in the market. Therefore, advertising has not only economic but also social significance.

In Uzbekistan, the advertising industry is developing year by year. Modern technologies, the internet, and social media are expanding the opportunities for advertising. At the same time, advertising activities are regulated by the Law "On Advertising," which sets specific requirements for the content, form, and language of advertisements.

To further develop the advertising industry in the future, it is important to apply modern marketing methods, improve advertising culture, and comply with legal requirements. This will contribute to the sustainable development of the advertising market and the protection of consumer interests.

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