



## THE HISTORY OF ADVERTISING AND THE STAGES OF ITS DEVELOPMENT

**Submission Date:** May 10, 2024, **Accepted Date:** May 15, 2024,

**Published Date:** May 20, 2024

**Crossref doi:** <https://doi.org/10.37547/philological-crjps-05-05-09>

**Journal Website:**  
<https://masterjournals.com/index.php/crjps>

**Copyright:** Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

**Aziza Arslonovna Muminova Docent**

**Doctor Of Philology Sciences Department Of General Linguistics Uzbek State World Languages University Tashkent, Uzbekistan**

### ABSTRACT

In modern advertising, appealing to its literary, cultural and historical traditions plays an important role in attracting the target audience. Therefore, considering the history of advertising, we can see that the idea of its creation dates back to ancient times. The history of advertising development is closely related to the development of human society and its economic life and includes several stages of development. Each of them has its own characteristics. It is very difficult to determine exactly when the advertisement appeared. Theorists, studying advertising from a scientific point of view, associate its history with various events.

### KEYWORDS

Interpretation, text, advertising, remark, proposal, message, impact.

### INTRODUCTION

Even before our era, there were the simplest types of advertising. One of the oldest advertising messages is an Egyptian papyrus with information about the sale of a slave. They can also include stone inscriptions that were found in the ruins of the ancient city of Memphis [9, 12]. In ancient Greece and Rome, advertising messages were engraved on boards, parchments and copper, as

well as read aloud in market squares and in various public places. Therefore, some researchers claim that the first signs of advertising appeared in Ancient Rome [6, 364]. The following information can be provided as confirmation. The simplest forms of what could be called advertising existed in ancient Rome in the form of advertisements for gladiatorial fights, the slave trade and domestic



animals even before our era. The most important distributors of information of a special nature in the ancient states of the world were heralds: the information they transmitted ranged from political appeals and denunciations to honoring famous generals and to purely commercial advertising. From the early stages of cultural development, advertising began to appear in the form of written text. If you pay attention to the history of advertising, then the invention of the printing press with movable type by Johann Gutenberg in 1440 [8]. It has made a huge contribution to the renewal of the advertising world. A new qualitative stage in the development of advertising begins in 1450 with the advent of printing and the invention of the printing press by Gutenberg. Thanks to this invention, advertising posters in the press, flyers and advertisements in newspapers appeared for the first time. Later, with the advent of photography, the advertising text began to be supplemented with photographs, which, firstly, gave the information authenticity and truthfulness, and secondly, attractiveness.

In this regard, the advent of photography in the 19th century also became a great reality. On November 2, 1920, radio broadcasting began in St. Petersburg. In 1941, the first television program appeared on the air, in 1955 color television appeared, and in the 70s of the twentieth century, the Internet appeared. In the 19th century, specialized advertising agencies and advertising bureaus appeared. The evolution of advertising in the twentieth century led to the emergence of various forms of visual advertising, such as

postcards, theater programs, labels, packaging materials. The advent of a new era of film and television has provided unprecedented opportunities for advertising. The advent of cable television and the Internet creates more and more opportunities for the implementation of various creative ideas with the help of new technical means. Today, advertising is not only a strong competitive factor, but also a medium of information provided with the latest technical achievements, which have obvious pragmatic and aesthetic components. Gradually, advertising continues to develop along the way of improving organizational forms and technical means.

Most historians believe that the introduction of advertising as a means of communication began with ancient civilizations. Inscriptions on ceramics, wood or stone, and street signs serve as evidence of the first forms of advertising. Since most people are not skilled at reading and writing, advertising was carried out directly in the form of various images. For example, some shoes were hung in a shoe workshop. If you pay attention, such "primitive methods" are still striking in some places. In ancient times, only various signs of things were announced. Calligraphers copied advertising forms onto ceramics. The loud praises of sellers on public markets for their goods also indicate the emergence of the first forms of advertising. Thanks to their improvement, advertising has now turned into a certain area.

Considering the implementation of advertising from a marketing point of view mainly through payments, it is also considered a sales engine. However, from a linguistic point of view,



advertising is one of the most striking manifestations of modern life. Advertising, first of all, is not a sales engine, but a lifestyle creator. Its main task is not only to convey the characteristics of a particular product, but also to reflect the language and culture of a given country. For this reason, the purpose of advertising, as indicated by J. Bodriyar, "not in encouraging the sale of a particular product, but in introducing into the consciousness of society the image of the entire society consuming these products." Advertising activity as a mass social phenomenon with great cultural potential, under certain circumstances, can have a positive or negative impact on both an individual and the whole society. Advertising cannot exist on its own, it is always aimed at a diverse audience, therefore it is very important to take into account the psychological characteristics, desires and aspirations of each audience to which the advertising message is directed. Some researchers say that advertising is a "mirror of society", [2, 319] which can be studied by advertising the products offered. It follows from this that advertising is important not only for the addressee, but also for the addressee himself. Advertising is the driving force of society and reflects through itself all the changes taking place in it.

American Professor Philip Kotler also gave a unique definition of advertising from the point of view of marketing: "Advertising is a form of personal communication carried out through a means of distributing paid information with a clear indication of the source of funds." Contrary to the definition of S.I. Ozhegov, F. Kotler rejects all free

information and emphasizes the use of paid means of disseminating information about goods and services.

E. St. Elmo Lewis formulated three basic principles that are very important for effective advertising, according to which "the task of advertising is to: 1) attract the addressee to familiarize himself with the advertisement and start reading the advertisement; 2) then encourage him to read (interest); 3) convince the addressee after reading the advertisement. If these three characteristics are present in the advertisement, then this advertisement is considered successful.

The bottom line is that as the globalized world continues to evolve, advertising, like all other industries, will continue to improve. But the most important thing is that the essence of advertising does not change. Advertising is considered as a type of interaction between the addressee and the addressee and manifests itself in various forms in order to interest consumers with information about various services and goods. The real existence and development of advertising is carried out directly in close connection with society, which should be defined as a special type of social communication.

Based on the scientific views and opinions of many of the above-mentioned scientists, it can be concluded that advertising is a printed or oral message about a product or service aimed at a wide audience of people in order to promote a product or service. The main feature of the advertising text is brevity, conciseness and expressiveness. Advertising supports interest in the product and ensures its successful sale on the



market. The success of advertising depends on the degree of relevance of the audience perceiving it, therefore, advertising is created taking into account the value trends of modern society, its culture, consumer lifestyle, economic, social and aesthetic objectives.

## REFERENCES

1. Adam J. M., Bonom M. Public argumentation. The rhetoric of elogy and persuasion. – Paris: Armand Colin, 2007.
2. Katelat B. Publicité et Société / Préf. de Brochard B.-P. - Ed. Payot, 2001. – 272 p. Erythje F. Mascoulin / Feminen. Dissoudre la hierarchy. - Editions by Odile Jacob, 2002. - 319 p.
3. Kostomarov V.G. Cultural style and style. – Moscow: Prosveshchenie, 1960.
4. Karasik V.I. Literary circle: personality, concept, discourse. – Volgograd: Peremena, 2002.
5. Lich D. English in advertising. A linguistic study of advertising in the UK. London: Longmans, 1966.
6. Martin M. "Three centuries of advertising in France". Edition by Odile Yaacob, 1992. – 430 p. Deyan A. Advertising / Trans. from Fr. Mazo V.; General ed. Zagashvili BC - 5th ed., Spanish – M.: Progress, 2004. – 127 p. Karmin A.S. Advertising psychology. – St. Petersburg: DNA, 2004. – 510 p.
7. Ozhegov S. Ya. Dictionary of the Russian language / S. Ya. Ozhegov / edited by N. Yu. Shvedov. Moscow: Russian Language, 1989.
8. Razumovsky B.S. Advertising art. – Minsk: Polymya, 1984. – 12 p.
9. Rosenthal D.E., Kokhtev N. N. The language of advertising texts. – Moscow: Moscow State University, 1981.
10. Tyurina S.Yu. On the concepts of advertising discourse and advertising text. // "Bulletin of IGEU" Issue 1. 2009.
11. Shmeleva T.V. Mediatization as a phenomenon of modern culture and subject research // Bulletin of the Novgorod State Flour 2015. No. 90.