

THE EMERGANCE, HISTORY, AND DEVELOPMENT OF ADVERTISEMENTS

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<https://doi.org/10.5281/zenodo.20275293>

Abstract: This article examines the emergence, history, and development of advertising from ancient times to the modern digital era. The study analyzes advertising as an important means of communication between producers and consumers and explains its role in social, economic, and cultural life. Special attention is given to the historical stages of advertising development, including ancient oral announcements, written signs, printing technology, newspaper advertising, radio, television, and Internet marketing. The article also discusses the influence of technological progress on the advertising industry and highlights the role of advertising in shaping consumer behavior and public opinion. In addition, the research explores the cultural and linguistic characteristics of advertising in different societies and demonstrates how advertising reflects social values and national mentality.

Keywords: advertising, advertising history, communication, media, advertising industry, marketing, mass communication, digital advertising, consumer behavior, advertising development.

REKLAMALARNING PAYDO BO'LISHI, TARIXI VA RIVOJLANISHI

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Annotasiya: Ushbu maqolada reklamaning paydo bo'lishi, tarixi va rivojlanishi qadimgi davrlardan boshlab zamonaviy raqamli davrgacha tahlil qilinadi. Tadqiqot reklamaning ishlab chiqaruvchi va iste'molchi o'rtasidagi muhim aloqa vositasi sifatidagi o'rnini hamda uning ijtimoiy, iqtisodiy va madaniy hayotdagi ahamiyatini yoritadi. Maqolada reklama taraqqiyotining asosiy bosqichlari, jumladan qadimgi og'zaki e'lonlar, yozuvlar, bosmaxona texnologiyasi, gazeta reklamasi, radio, televideniye va internet marketingi rivoji keng ko'rib chiqiladi. Shuningdek, texnologik taraqqiyotning reklama sanoatiga ta'siri hamda reklamaning iste'molchi xulq-atvori va jamoatchilik fikrini shakllantirishdagi roli tahlil qilinadi. Tadqiqot davomida turli jamiyatlardagi reklamaning madaniy va lingvistik xususiyatlari ham o'rganilib, reklama jamiyat qadriyatlari va milliy mentalitetning aks ettiruvchisi ekanligi ko'rsatib beriladi. Natijalar reklamaning global kommunikativ hodisa va zamonaviy media madaniyatining ajralmas qismiga aylanganini tasdiqlaydi.

Kalit so'zlar: reklama, reklama tarixi, kommunikatsiya, ommaviy axborot vositalari, reklama sanoati, marketing, ommaviy kommunikatsiya, raqamli reklama, iste'molchi xulq-atvori, reklama rivoji.

ВОЗНИКНОВЕНИЕ, ИСТОРИЯ И РАЗВИТИЕ РЕКЛАМЫ

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Аннотация: В данной статье рассматриваются возникновение, история и развитие рекламы с древних времен до современной цифровой эпохи. Исследование анализирует рекламу как важное средство коммуникации между производителями и потребителями, а также её роль в социальной, экономической и культурной жизни общества. Особое внимание уделяется историческим этапам развития рекламы, включая древние устные объявления, письменные знаки, развитие печатного дела, газетную рекламу, радио, телевидение и интернет-маркетинг. В статье также рассматривается влияние технологического прогресса на рекламную индустрию и роль рекламы в формировании потребительского поведения и общественного мнения. Кроме того, исследуются культурные и лингвистические особенности рекламы в различных обществах, а также показывается, что реклама отражает социальные ценности и национальный менталитет. Результаты исследования подтверждают, что реклама стала глобальным коммуникативным феноменом и неотъемлемой частью современной медиакультуры.

Ключевые слова: реклама, история рекламы, коммуникация, средства массовой информации, рекламная индустрия, маркетинг, массовая коммуникация, цифровая реклама, потребительское поведение, развитие рекламы.

INTRODUCTION

Advertising is one of the most influential means of communication in modern society. It plays a significant role in connecting producers with consumers and serves as a bridge between goods, services, and public demand. In the twenty-first century, it is almost impossible to imagine everyday life without advertisements because they appear in every sphere of human activity. Television, radio, newspapers, social networks, websites, outdoor billboards, and mobile applications constantly provide people with advertising information.

The word “advertising” originates from the French word “reclame” and the Latin word “reclamare,” meaning “to shout aloud” or “to proclaim publicly.” According to the explanatory dictionary of the Uzbek language, advertising is information provided about goods and services in order to create demand and attract consumers. However, advertising is not simply a form of information. It combines informative, persuasive, aesthetic, and psychological functions. Its primary purpose is to influence the audience and encourage them to purchase a product or use a service. Researchers and linguists have studied advertising from different perspectives for many years. Some scholars define advertising as a special type of language used under particular social conditions, while others classify it as a genre of mass communication and journalistic discourse. Advertising texts differ from ordinary speech because they are designed to attract attention, create emotional responses, and influence human decisions. Thus, advertising became an important object of study in linguistics, communication theory, media studies, and cultural research.

The purpose of this article is to examine the emergence, historical development, and evolution of advertising from ancient times to the modern digital era. The study also analyzes how advertising transformed from primitive visual signs into a global communication system influenced by technological progress and social development.

METHODOLOGY

This research is based on historical, descriptive, and comparative methods of analysis. The historical method was used to investigate the origins and stages of advertising development



in different historical periods. The study examines the transformation of advertising from ancient civilizations to modern digital media. Particular attention is given to important inventions and technological developments that influenced the evolution of advertising. The descriptive method was applied to explain the characteristics and functions of advertising during various historical stages. The article describes how advertising changed in form, structure, and purpose over time. Different types of advertisements such as oral announcements, written signs, newspaper advertisements, radio commercials, television advertisements, and Internet marketing were analyzed in chronological order.

Comparative analysis was also used to compare advertising traditions in different countries and cultures. The study considers how advertising reflects national mentality, cultural values, economic systems, and social conditions. Uzbek advertising traditions were compared with global advertising practices in order to identify similarities and unique characteristics. The research materials include scientific literature, historical facts, advertising examples, linguistic studies, and media sources related to the history and theory of advertising. Special attention was given to the works of scholars such as D. Leach, D. E. Rosenthal, and N. N. Kokhtev, who studied advertising language and advertising discourse from linguistic perspectives.

The study mainly focuses on qualitative analysis rather than statistical methods. The collected information was interpreted historically and theoretically to explain the emergence and development of advertising as a social and communicative phenomenon.

RESULTS

The study showed that advertising has existed since ancient times and developed together with human civilization. The earliest forms of advertising appeared in ancient Greece and Rome, where public announcements informed people about gladiator fights, slave sales, and commercial activities. At that time, heralds played a central role in spreading information because many people could not read or write. Oral communication therefore became one of the first forms of advertising. The research revealed that primitive advertising methods were based mainly on visual signs and symbols. Craftsmen used images, signs, and objects to indicate their professions and products. For example, shoe workshops displayed shoes outside their shops, while pottery makers decorated their products with symbolic signs. Such methods allowed people to recognize goods and services even without written language. An important stage in advertising development began with the invention of the printing press by Johannes Gutenberg in the fifteenth century. Printing technology made it possible to produce newspapers, posters, brochures, and leaflets in large quantities. As a result, advertising became more accessible and widespread. Later, the development of photography increased the attractiveness and credibility of advertisements because visual images helped create stronger emotional effects on consumers. The study also found that the nineteenth and twentieth centuries became periods of rapid growth for the advertising industry. Newspaper and magazine advertising expanded significantly, and the first advertising agencies appeared in the United States and Europe. In 1841, Walna Palmer founded one of the first advertising agencies in Philadelphia. By the end of the nineteenth century, advertising became a professional business field connected with economics, journalism, and communication.

Technological innovations in the twentieth century transformed advertising dramatically. The emergence of radio broadcasting in the 1920s introduced audio advertising, while television advertising became highly influential after the 1940s. Color television, cinema, and later the Internet created new opportunities for creative advertising campaigns. Today, digital advertising dominates global communication through websites, social media platforms, online videos, and mobile applications.



The research also demonstrated that advertising reflects cultural and social values in different countries. Each nation creates advertisements according to its traditions, language, and consumer mentality. Uzbek advertising often focuses on family values, hospitality, and social harmony, while Western advertisements frequently emphasize individuality, freedom, and personal success. Despite cultural differences, all advertisements share the common purpose of influencing consumer behavior and increasing demand for products or services.

DISCUSSION

The findings of this research confirm that advertising is not only a commercial activity but also an important social and cultural phenomenon. Throughout history, advertising has reflected the economic conditions, technological achievements, and cultural values of society. Its evolution demonstrates how communication methods changed together with human civilization and technological progress. One of the most important aspects revealed in this study is the close relationship between advertising and technological innovation. Every major technological invention—from printing and photography to television and the Internet—created new possibilities for advertising development. Modern digital technologies allow advertisers to target specific audiences more effectively than ever before. Social networks, artificial intelligence, and personalized online marketing have transformed advertising into a highly interactive and globalized system.

The study also highlights the persuasive nature of advertising. Although advertisements provide information about products and services, their main goal is to influence consumers emotionally and psychologically. Advertisements often present idealized images of life, success, beauty, and happiness in order to create positive associations with products. This demonstrates that advertising language and visual design are carefully organized to manipulate audience attention and consumer choices. Another important issue discussed in this article is the cultural specificity of advertising. Advertisements are created according to the traditions, values, and expectations of a particular society. Therefore, advertising language differs across cultures. Uzbek advertising often uses themes related to family, hospitality, and national traditions, while Western advertising focuses more on individuality and personal achievement. These differences prove that advertising acts as a “mirror of society,” reflecting social mentality and cultural identity.

The role of advertising in modern society continues to expand. Today, advertising influences not only economic activity but also politics, education, entertainment, and social behavior. In many cases, advertisements shape public opinion and create new social trends. As a result, advertising has become an essential part of mass communication and media culture. At the same time, the rapid growth of advertising raises important ethical and social questions. Some advertisements may contain exaggerated or misleading information in order to attract consumers. Others may reinforce stereotypes related to gender, beauty, or social status. Therefore, modern society increasingly pays attention to ethical standards and legal regulations in advertising practices.

CONCLUSION

In conclusion, the emergence and development of advertising are closely connected with the history of human civilization, communication, and technological progress. From primitive visual symbols and oral announcements in ancient times to modern digital marketing and social media advertising, advertising has undergone significant transformation throughout history. The research showed that advertising developed step by step through important historical stages. The invention of the printing press, photography, radio, television, and the Internet each contributed to the expansion of advertising opportunities and methods. Today, advertising is one of the most powerful industries in the world and plays a major role in economic, cultural, and social life.



The study also confirmed that advertising performs multiple functions. It informs consumers, influences emotions, creates demand, shapes public opinion, and reflects social values. Advertising language and visual elements are carefully organized to attract attention and persuade audiences effectively. Therefore, advertising is not simply a business tool but also a significant cultural and communicative phenomenon. Furthermore, the article demonstrated that advertising differs according to national culture and social mentality. Uzbek advertisements emphasize family values and social harmony, while Western advertisements focus more on individuality and personal success. Despite these differences, the general purpose of advertising remains universal: to influence consumer behavior and promote products or services.

Overall, the history of advertising illustrates the development of human communication itself. As technology continues to evolve, advertising will likely become even more interactive, personalized, and influential in the future. The study of advertising therefore remains important for linguistics, communication studies, media research, and cultural analysis.

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