

THE ROLE OF ADVERTISING IN THE ECONOMY.

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Abstract: This article provides general and important information about what advertising is, its types, importance, and role, as well as how to express advertising texts through proverbs, its advantages, achievements, and who created it.

Keywords: advertising, demographic, commerce, proverb, operator, demand, trend, technology, modern, buyer (consumer).

In today's market conditions, no commercial enterprise can successfully conduct business without advertising in one form or another. For many centuries, it is a constant companion of man, it keeps pace with the times and changes with it. Today, understanding modern advertising is impossible without analyzing the main historical stages of its development. No commercial organization that successfully conducts business can do without the experience and help of specialists - stylists, artists, designers, operators, directors - in a word, advertisers. The power and role of advertising are currently an extremely important issue. First of all, advertising is usually concise, artistically expressed, emotionally colored and contains information that conveys the most important facts and information about goods and services to the minds and attention of potential buyers.

The constant changes taking place in the external environment, in the socio-economic life of society, the emergence of new achievements of science and technology affect changes in the advertising market. Based on this, it is necessary to highlight a number of important trends in the development of advertising: - the emergence of new technologies in the process of creating and distributing advertising ; - shortening the product life cycle and the variability of consumer preferences and tastes; - demographic changes; - territorial changes in the advertising market; - the use of modern promotional tools in advertising; - expanding the objects of advertising influence. The saturation of the market with goods and services leads to an acceleration of the life cycle of products, and, accordingly, the consumer tastes of consumers are constantly changing. This leads to a frequent replacement of goods on the market with new or modernized ones. Advertising managers should examine the market where sales are declining and use advertising to promote new products. This indicates an increase in the mobility of advertising. In turn, oversaturation of the market leads to freedom of choice for consumers. Demographic changes directly affect the market , providing different age groups of consumers with different products. Such segmentation makes it possible to develop special advertising for each category of the target audience.

The creation of large metropolises leads to territorial changes in the markets of goods and services , as well as a change in the assortment of products. In this regard, it is necessary to segment the market on a social basis and, accordingly, create advertising materials for target markets (for example, for urban and rural residents). Various advertising media can be used as advertising, while information transmission channels are reduced , and a large number of advertising media are used simultaneously in an advertising campaign. Advertising affects

various areas of activity: art, literature, culture, sports , etc., affects the upbringing of aesthetic and moral norms of behavior in society, the development of social relations between people. In addition, in the process of creating and placing advertising materials, it is necessary to pay attention to the following difficulties: - intrusive advertising; - primitiveness in the creation of advertising materials; - the problem of perception; - advertising overload; - deceptive advertising; - imperfection of the legislative framework; - problems of assessing the effectiveness of advertising. Excessive intrusiveness is the most pressing problem of modern advertising. Often repeated and repetitive advertisements tire, and consumers begin to ignore such advertisements. In order for the call to be heard, advertising should be maximally targeted to a relevant and specific target audience. Each person perceives the same information in his own way, so an unsuccessful combination of words, phrases, images can lead to a loss of advertising content and can lead to a misunderstanding of the meaning.

Advertisers tend to put too much information into advertising, which sometimes has nothing to do with the subject of advertising. Overloaded advertising contributes to a decrease in its effectiveness. A negative attitude towards advertising causes its falsehood. An advertiser interested in one-time profit, forgetting about his reputation, creates false advertising. The problems of modern advertising are closely related to the problems of morality, patriotism and the interests of society. When creating advertising, many advertisers forget not only about this, but also about the elementary sense of respect for people, recognition of their opinions, even if they do not coincide with their own positions . The consumer cannot protect his psyche from intrusive and false advertising. Therefore, the emotions that arise after viewing or reading an advertising message are distorted. This indicates a decrease in the social effectiveness of advertising. We have learned about what advertising is, why it is needed, what its functions are, what types there are. Now we have questions like who creates advertising, who writes advertising words. Of course, a person who has come across this work cannot do it. Copywriters do it. Copywriting (English), literally translated, means "writing text " means. Copywriting usually refers to the preparation of advertising materials or texts for businesses. Therefore, copywriters are the creators of commercial texts. Copywriters help create scripts, slogans for billboards, brochures, catalogs, song lyrics, magazine and newspaper advertisements, sales letters and other direct mail, television or radio advertisements, website and social media posts, and other marketing communications. Commercial texts are divided into two types according to their format, purpose , and level of publication: Advertising texts. Texts related to the promotion of a particular product or service are called advertising texts. For example, lending texts, texts describing a type of service, text on the product card of an online store, text on posts about commerce on social networks. Entertainment texts. This includes mood (funny) collections, photo collections, texts and games. This type of texts spreads quickly and mainly serves to brand the product. Many copywriters work for advertising agencies, copywriting agencies, or freelance. Advertising agencies typically employ copywriters as part of a media team. They work with art directors or creative directors. A copywriter writes the text or script for an advertisement, based primarily on input from the client. Any member of the team can come up with a general idea (usually called a concept), and the collaborative process often improves the work. Some agencies specialize in serving a particular industry or sector. Copywriting agencies combine copywriting with a range of editorial and related services, including positioning and messaging advice, social media, search engine optimization (SEO), development editing, copywriting, proofreading, fact-

checking, and speechwriting. Some agencies employ copywriters in a permanent office, while others use freelancers. Copywriters also often work remotely, freelance, for large companies, such as retail chains, book publishers, or other large companies that advertise. They may also write advertisements for newspapers, magazines, and radio broadcasts. Copywriters are similar to technical writers, and the careers can overlap. In general, technical writing is focused on informing and instructing readers rather than persuading them. For example, if a copywriter writes an ad for a car, a technical writer writes an operator's manual explaining how to use it. Advertising is usually concise, artistically expressed, emotionally colored, and contains information that conveys the most important facts and information about goods and services to the minds and attention of potential buyers. Therefore, if we express advertising texts through proverbs, this automatically increases the level of advertising and increases the sales of the advertised goods or services. And this method is not a newly created method, it has been used for a long time and has justified itself. When we see advertisements expressed through proverbs on posters hung along the roads and on large monitors, we are inevitably attracted to them. After hearing these phrases many times, we feel warm towards them. As a result of this warmth, we feel a desire for the product or service behind it. Our interest and trust in the product increases. This leads to an increase in demand, and direct advertising plays a key role in this process.

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