

The history of the development and legal regulation of advertising

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1.The history of advertising development.

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3.Advertising agencies and their activities

1. History of the development of advertising

The definition of advertising is explained by this: “advertising is a beautifully expressed reality” 16 . In the study of each topic, it is necessary first of all to find out the lexical meaning of the corresponding terms.istory of the development of advertising and Legal Regulation release 11.1. History of the development of advertising The definition of advertising is explained by this: “advertising is a beautifully expressed reality” 16 . In the study of each topic, it is necessary first of all to find out the lexical meaning of the corresponding terms. The adverb is a Latin word meaning “reclamo” meaning to scream, to put a jar. Taking a wider look, it will be necessary to look at it in different ways as an effort to declare, communicate, attract everyone's attention at a mass pace. Advertising can be assessed both negatively and positively. On the one hand, it will appeal to few people, on the other-without advertising, it would be very difficult for manufacturers to sell their products. And to buyers, he sometimes helps to make a good choice. Below we will dwell on some interesting facts about advertising. First, advertising appeared in Ancient Egyptdvertising can be assessed both negatively and positively. On the one hand, it will appeal to few people, on the other-without advertising, it would be very difficult for manufacturers to sell their products. And to buyers, he sometimes helps to make a good choice. Below we will dwell on some interesting facts about advertising. First, advertising appeared in Ancient Egypt. Archaeologists have discovered an advertisement written on papyrus describing the sale of a slave, his personal characteristics, and his ability to work. Figure. Early advertising found in Ancient Egypt (announcement) samples The Japanese came up with a gadget that turns off the TV by determining the time of the start of the advertising break on the TV show, and when it ends, turns on the screen.Figure Early advertising found in Ancient Egypt (announcement) samples

The Japanese came up with a gadget that turns off the TV by determining the time of the start of the advertising break on the TV show, and when it ends, turns on the screen. When advertising their products, American dorishunos spend twice as much money as research. Rare man advertising of the wristwatches being made arrows 10 hours 10 minutes pay attention to the display.

Drink hammabop photographing an advertisement in the form less difficult. Therefore ice flakes from acrylic, and cleaning mixed with water to form beautiful bubbles in champagne, beer and other carbonated drinks people are just like in advertising tools are used.

By showing the advertisement immediately putting two gum pads in the mouth, manufacturers were greatly increasing their salesess difficult. Therefore ice flakes from

acrylic, and cleaning mixed with water to form beautiful bubbles in champagne, beer and other carbonated drinks people are just like in advertising tools are used. By showing the advertisement immediately putting two gum pads in the mouth, manufacturers were greatly increasing their sales. The reason this happened is simple. they began to buy two gum at once, as shown. So, if you want advertising to achieve the same position and bring benefits, just contact the master of your own business.

A unique advertising style was conceived by Nikolai Shustov a hundred years ago. He deliberately made several young men 143 they began to buy two gum at once, as shown. So, if you want advertising to achieve the same position and bring benefits, just contact the master of your own business. A unique advertising style was conceived by Nikolai Shustov a hundred years ago. He deliberately made several young men 143 he entered the tamaddikhanas and begged to ask for "Shustov konyag". When negation heard the answer, they would start making noise. Slowly these noises begin to be published in newspapers. Thus, "Shustov konyagi" soon became popular.

Notable in California HOLLYWOOD's writing was initially advertising new quarters and looked like HOLLYWOODLAND. He had to stay for less than two years. But due to the dramatic development of the film industry in Los Andes, the recording was slightly shortened, leaving it as permanent as it stands. In Quentin Tarantino's films you won't meet advertising because it doesn't like advertising. otable in California HOLLYWOOD's writing was initially advertising new quarters and looked like HOLLYWOODLAND. He had to stay for less than two years. But due to the dramatic development of the film industry in Los Andes, the recording was slightly shortened, leaving it as permanent as it stands. In Quentin Tarantino's films you you won't meet advertising because it doesn't like advertising.

Therefore, for the heroes of his film, he came up with a cigarette of the brand "Red Apple". "Capitol W", which is from real cigarettes, can only be found in "Death Proof". This is what fans of Michael Jordan know that at the ceremony of awarding the USA Basketball team in 1992, he was wrapped in the American flag. The reason for this was advertising, not patriotism. That day, Djordan was dressed in a Nike trademark face, a "Reebok" uniform. The bottles of vegetable oil had the inscription "without cholesterol". On the one hand it is true, and on the other hand it is insidious of advertising This is what fans of Michael Jordan know that at the ceremony of awarding the USA Basketball team in 1992, he was wrapped in the American flag. The reason for this was advertising, not patriotism. That day, Djordan was dressed in a Nike trademark face, a "Reebok" uniform. The bottles of vegetable oil had the inscription "without cholesterol".

On the one hand it is true, and on the other hand it is insidious of advertising 144 The method is that cholesterol can actually be found in products made from animal fats. The inscription "approved by the RAN "does not mean that the product is of high quality, because all the products sold are authorized by the Russian Academy of Science or, in other words, believe in the inscription" recommended by the RAN Food Institute", because the RAN does not actually recommend anything. In the Ancient East, regardless of whether exactly the word "advertising" was in consumption, in essence it is most often found in the scrolls of great personalities. n the Ancient East, regardless of whether

exactly the word “advertising” was in consumption, in essence it is most often found in the scrolls of great personalities. For example, the meaning of the proverb in a patterned inscription on the pedestal of the oqsaroy mansion, erected in the city by the great poet Amir Temur, is such: “whoever wants to see our glory, let him look at the buildings that we built” the embossed scrolls on the pedestal of this monument, which fascinated the people of the world over the 17 centuries, are not. The extent to which this particular “advertisement” was effective is also well known from history. That is, it is customary to build buildings of the same shape and shamoyil. What is the reason for the similarity of the Kohna monuments that have been preserved so far?! 17 The extent to which this particular “advertisement” was effective is also well known from history. That is, it is customary to build buildings of the same shape and shamoyil. What is the reason for the similarity of the Kohna monuments that have been preserved so far?! 17 Through the unique words of our grandfather, Timur is also in the country the situation, the way the situation is expressed in its own way, we “advertisers from the” point of view “we can interpret:” which is one place if I got a brick, I put ten bricks instead, if I cut a tree, I planted ten seedlings instead”. In another place, the soulless is so he said: “I took half of the world, from that edge of my kingdom it is carrying a tray gold on the head of a boy on the edge discipline that does not harm even one grain if I got a brick, I put ten bricks instead, if I cut a tree, I planted ten seedlings instead”.

In another place, the soulless is so he said: “I took half of the world, from that edge of my kingdom it is carrying a tray gold on the head of a boy on the edge discipline that does not harm even one grain I set”. Well, no matter in what period, the word to the definition was impotent, and that's it until Paradise, whose attention will not be absorbed by the land? So, from the Zamir of purma'no words, which were finished by the Sultan of his time, we for our understanding of advertising, strictly speaking, scientific from the point of view, we discover, research the goal relevant.

11.2. Advertising in the US and European countries stages of development

As advertising is researched from a scientific point of view, theorists its history is linked to various events. or our understanding of advertising, strictly speaking, scientific from the point of view, we discover, research the goal relevant. Advertising in the US and European countries stages of development As advertising is researched from a scientific point of view, theorists its history is linked to various events. Iogan in 1440 Gutenberg invented interchangeable letters, creating a world of advertising made a huge contribution to the renovation.

For the first time intended for him press releases, flyers and newspaper reports surfaced because of the same invention came. In 1472, a chapel was attached to the door in London the English-language commercial attracted much attention. 1650- in one of the London newspapers, an antique advertisement was installed which contains 12 missing horses to the one who gave the guide to find the award had been announced came. In 1472, a chapel was attached to the door in London the English-language commercial attracted much attention. 1650- in one of the London newspapers, an antique advertisement was installed which contains 12 missing horses to the one who gave the

guide to find the award had been announced. Later coffee, tea, chocolate, medicines and various products ads about increased. 1704 year In the "Boston newsletter", The initial advertising ads will begin to be published. 146 The literal advertising agency was conceived by Walna Palmer in Philadelphia in 1841.

In the same year, this advertising agency begins its commercial activities. In 1890, the first advertising agency "NV Ayd and ukli " began work. In 1886, a preliminary law on advertising was passed in Germany. The emergence of photography in the 19th century was a major event in this regard. eral advertising agency was conceived by Walna Palmer in Philadelphia in 1841. In the same year, this advertising agency begins its commercial activities. In 1890, the first advertising agency "NV Ayd and ukli " began work. In 1886, a preliminary law on advertising was passed in Germany.

The emergence of photography in the 19th century was a major event in this regard. Radio broadcasting began in Petersburg on November 2, 1920. The first TV show on the air in 1941, color television in 1955, appears. In the 70s of the 20th century, we got access to the internet. The main features of advertising are its totality in paid expenses. 1886 in Atlanta, more specifically, Dorishunos John in the U.S. State of Georgia The first TV show on the air in 1941, color television in 1955, appears. In the 70s of the 20th century, we got access to the ihThe first TV show on the air in 1941, color television in 1955, appears. In the 70s of the 20th century, we got access to the internet.

The main features of advertising are its totality in paid expenses. 1886 in Atlanta, more specifically, Dorishunos John in the U.S. State of Georgia Pemberton is a wrinkled plant and a nut created a pleasant drink that gives off the smell. Gonaler was an expert in advertising. U free tasting of a glass of "Coca-cola" print thousands of coupons recorded on offer continued and distributed. The more people savor the drink, the more began to collar many buyers. This unique drink that year in the Jacob pharmacy Glass 5 sold in cents. Then, on May 29, an article in the "Atlanta journal when this drink was advertised on his page, people came to close. John Coca-cola by Pemberton and his partner Frank Robinson in the text of this drink advertisement called note the following phrases began to collar many buyers.

This unique drink that year in the Jacob pharmacy Glass 5 sold in cents. Then, on May 29, an article in the "Atlanta journal when this drink was advertised on his page, people came to close. John Coca-cola by Pemberton and his partner Frank Robinson in the text of this drink advertisement called note the following phrases was done: • quality drink; • non-alcoholic, cheerful and popular country of drinks; • thirsty time does not know; * General American way of life ramzi; * the miracle of the past". 147 In 1899, the first factory in Chattanooga, Tennessee, to pour glassware was opened. In 1900, a second plant began operation in Atlanta. Over the next 30 years, the number of working plants will grow from 2 to 100. 95% of the factories were owned and disposed of by local entrepreneurs. The famous bottle of Coca-cola appeared in 1916. The bottle itself is also registered as a trademark. As you can see from this, advertising can be said in essence - specific information, information.

Usually, information about paid products and services or the ideas of the advertiser is distributed using various advertising tools. he famous bottle of Coca-cola appeared in

1916. The bottle itself is also registered as a trademark. As you can see from this, advertising can be said in essence - specific information, information.

Usually, information about paid products and services or the ideas of the advertiser is distributed using various advertising tools. Albert Lascar, known as the father of modern advertising, said: "advertising is a trade in the state of the press." William Bove and Courtland Arens' 1995 book "Sovremennaya ad" ("modern ad"), published by Dovgan in Tolyatti, contains much valuable insight into this. In this book by Bove and Arens, we can get important information on the theory of modern advertising. William Bove and Courtland Arens' 1995 book "Sovremennaya ad" ("modern ad"), published by Dovgan in Tolyatti, contains much valuable insight into this. In this book by Bove and Arens, we can get important information on the theory of modern advertising. (We will briefly describe it as "B/A" when quoting Mantda Bove\Arens' opinion). Thus, according to B/A: "advertising is the direct and indirect dissemination of information (information) that is paid by well-known advertisers using various advertising tools and has persuasive actions about products, services or ideas.

3. History of advertising and legal regulation

The definition of advertising is explained by the following: "Advertising is a beautifully expressed truth" 16. When studying each topic, it is first necessary to find out the dictionary meaning of the relevant terms. Advertising is a Latin word, which means "reclamo" - I shout, I shout. If we look more broadly, we should consider it as an effort to publicly announce, inform, and attract everyone's attention in various ways.

Advertising can be assessed both negatively and positively. On the one hand, few people like it, and on the other hand, without advertising, it would be very difficult for manufacturers to sell their products. And it sometimes helps buyers make a good choice. Below we will dwell on some interesting facts about advertising.

Advertising first appeared in Ancient Egypt. Archaeologists have found an advertisement written on papyrus describing the sale of a slave, his personal characteristics and work capacity.

The Japanese have invented a gadget that turns off the TV when a commercial break in a TV show begins, and turns on the screen when it ends.

American pharmacists spend twice as much money on advertising their products as they do on research.

Few people pay attention to the fact that the hands of the advertised watches are showing 10 hours and 10 minutes.

It is a little more difficult to film a generic advertisement for drinks. That is why ice cubes are made of acrylic, and to create beautiful bubbles in champagne, beer and other carbonated drinks, cleaning agents mixed with water are used, just like in advertising. Manufacturers have significantly increased their sales by showing two chewing gum pads in their mouths at once in their advertisements.

The reason for this is that people simply started buying two chewing gum at once, as shown. So, if you want your advertising to achieve the same effect and bring profit, just contact a master of your craft. A unique advertising technique was invented by Nikolai Shustov a hundred years ago. He deliberately asked several young men to go into

143 restaurants and ask for “Shustov cognac”. Hearing a negative answer, they began to make noise. Gradually, these noises began to be published in newspapers. Thus, “Shustov cognac” soon became popular.

The famous HOLLYWOOD sign in California originally advertised new neighborhoods and looked like HOLLYWOODLAND. It was supposed to stand for less than two years. However, due to the rapid development of the film industry in Los Angeles, the sign was shortened slightly and left in its current position.

You won't find advertisements in Quentin Tarantino's films, because he doesn't like advertisements. That's why he invented Red Apple cigarettes for his characters. The real cigarettes are Capitol W - you can only find them in Death Proof.

Michael Jordan fans know that in 1992, at the award ceremony for the US basketball team, he wrapped himself in an American flag. The reason for this was not patriotism, but advertising. That day, Jordan was the face of the Nike brand, dressed in a Reebok jersey.

Bottles of vegetable oil had the inscription "cholesterol-free". On the one hand, this is true, and on the other hand, this is a cunning

method of advertising, in fact, cholesterol can be found in products made from animal fats.

The inscription “approved by RAN” does not mean that the product is of high quality, since all products sold are approved by the Russian Academy of Sciences, or, in other words, believe the inscription “recommended by the RAN Food Institute”, because RAN does not actually recommend anything.

In the ancient East, it was precisely the word “advertising” that was often used, regardless of whether it was used or not, in fact it was often found in the writings of great personalities. For example, the meaning of the wisdom inscribed on the facade of the Oqsaroy palace built by the great Sahibkir Amir Temur in Shahrisabz is as follows: “Whoever wants to see our glory, let him look at the buildings we have built.” 17 Aren't the inscriptions on the facade of this monument, which has been admiring the people of the world for centuries, essentially the first manifestations of advertising? History is also well known for how effective this kind of “advertising” was. That is, the construction of buildings of the same type, in such a shape and style became a habit. If that is the reason for the similarity of the ancient monuments that have survived to this day, then what is the wonder?!

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