



A STEP TOWARDS LOGIC - LET'S START WITH SIMPLICITY

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Annotation: This article reveals the issue of logical advertising, which is considered one of the most important problems not only in Eastern countries, but also in Western countries. The article reveals ways to solve the problem with the help of important methods studied in the field of sociology.

Key words: Sociology, logic, thinking, worldview, development, globalization, advertising, mass media, sociological methods, social life, communication, psychological disorder, from simple to complex.

ШАГ К ЛОГИКЕ – НАЧНАЕМ С ПРОСТОТЫ

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Аннотация: В данной статье раскрывается вопрос логической рекламы, который считается одной из важнейших проблем не только в странах Востока, но и в странах Запада. В статье раскрываются пути решения проблемы с помощью важных методов, изучаемых в области социологии.

Ключевые слова: Социология, логика, мышление, мировоззрение, развитие, глобализация, реклама, СМИ, социологические методы, социальная жизнь, коммуникация, психологическое расстройство, от простого к сложному.

MANTIQ SARI BIR QADAM – ODDIYLIKDAN BOSHLAYMIZ

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Annotatsiya: Ushbu maqolada nafaqat Sharq mamlakatlari, balki G'arb mamlakatlarida ham eng muhim muammolardan biri hisoblangan mantiqiy reklama masalasi ochib berilgan. Maqolada sotsiologiya sohasida o'rganilgan muhim metodlar yordamida muammoni hal qilish yo'llari ochib berilgan.

Kalit so'zlar: Sotsiologiya, mantiq, tafakkur, dunyoqarash, rivojlanish, globallashuv, reklama, media, sotsiologik metodlar, ijtimoiy hayot, muloqot, psixologik buzilish, oddiylikdan murakkablikkacha tamoyili.



In the era of intense globalization, the concepts of high-speed Internet, systematic information structure, telecommunications and mass culture are showing their place. In particular, in the economic development of the state, along with financial issues, the marketing sphere is also developing rapidly. Along with the study of the most important and urgent issues in the life of society, new innovative ideas, technologies, and new methods that contribute to the rise of logical thinking on the scale of the world community are also widely used within the scope of sociology.

One of the main reasons for the development and economic development of developed countries is the advertising industry. Today, in advertising in the field of marketing, logos, advertising banners, posters, stamps related to human consciousness, such as graphic design, neurographic-psychological drawings, are warmly received by members of society.

Naturally, people in the global information society prefer advertisements with drawings, tables, and amazing descriptions of human needs to written words.

From year to year, taking into account the situation in the field of relations full of misunderstandings, intense stress, tireless work and misunderstandings, as a result of the inability of the human nervous system to properly allocate their free time, marketers of foreign countries use soothing and aesthetic pleasure in their advertisements. introduced the use of full-color drawings and proved its high efficiency. However, today there are cases of illogicality in advertisements that serve for quantity rather than quality. Such advertising banners (food chains, medicines, bank and related deposits, loans, various entertainment shows, shopping, etc.), as well as illogical words on brands, posters, logos, etc., are against human moral standards. cases of using inappropriate pictures directly affect the human mind and level. Taking into account that Uzbekistan is among the developing countries, it is recognized that in developed countries, studying the special and unique characteristics that encourage people to think logically in the field of advertising will greatly contribute to the increase in the level of public opinion among the population. 'tooth is necessary. After all, the principle of "From simple to complex" in O. Conte's theory is the foundation of our project.

The purpose of the project:

- Putting more emphasis on the quality of advertising in marketing, which greatly contributes to the development of economic sectors in our country, and on their illogical situations;
- To be able to correctly direct the professional ethics, level of media literacy and logical thinking of organizations and bloggers who allow illogical PR situations in mass media, Internet sites, advertising banners, posters and, if necessary, apply moral penalties. lash;
- To increase the rational thinking of the population through advertising banners and commercials.

Task of the project:

1. To study the factors affecting the increase of the intellectual potential and social activity of the population and to find a solution against them, to form anti-psychological thinking with the help of IQ tests and similar modern methods;



2. To study the opinion of the population regarding the incomprehensible, meaningless advertisements that are widely popular today;

3. To determine public opinion and attitude towards posters using sociological research and to cite several points as a solution to the problem.

The object of the research: the main link of the society, the attitude of the person to the environment, his views on the illogical concepts in the advertisements in the center of public opinion.

The subject of the research: keeping up with the times in the era of globalization, human participation in the processes related to consciousness in society, the importance of logic in human life, new thinking, correct distribution of time (time management),

Research methods. The research is carried out using a questionnaire, observation, document analysis, brainstorming, analysis and synthesis, and negotiation methods.

Scientific significance of research. As a result of the scientific significance of the research, it serves to reduce deviance situations in the behavioral relations between the population and to form logical thinking through logical correct thinking and comprehensive advertising.

Practical significance of research. As a result of the implementation of the project, in the advertising banners of products or other goods in the areas where the population gathers a lot (bus, metro stations, supermarkets, railway stations, etc.) However, logical thinking is achieved and contributes to the creation of a healthy environment in our society.

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