



HISTORY OF ADVERTISING IN UZBEKISTAN

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ABSTRACT

The article reveals the history of outdoor advertising in Uzbekistan. Based on the results of system analysis, it is concluded that the growth in the amount of new data should be considered in conjunction with the analysis and processing of data, radical transformations of the world, and improvement of the data processing system.

Key words: outdoor advertising; revolution; outdoor advertising means; advertising cards; advertising signs.

INTRODUCTION

The cultural and historical heritage of Uzbekistan, located in the center of the ancient trade caravan routes, testifies to the presence of a rich advertising tradition in it. In the bazaars of Bukhara, Samarkand, Tashkent, Termez, Fergana, through which in antiquity and the Middle Ages the international trade routes along the Great Silk Road passed, various forms and methods of advertising goods were formed.

For the dissemination of information and advertising of goods in bazaars, specially trained people, called "heralds", played an important role. They had to inform large crowds of people in cities on a daily basis. Moreover, the information of the heralds was of a varied nature - from political appeals to purely trade announcements. This simple method was once considered a successful tool for developing trade.

In the writings from Ancient Khorezm, Kushan Bactria, Sogd of ancient times, information about various types of handicraft products, food products, mentions of the scale of trade in a particular area, praising the skill of builders who erected this or that monument have been preserved. This testifies to the formation already in those distant times of advertising as a factor in promoting goods to the international market.

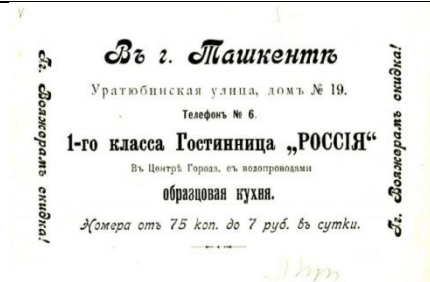

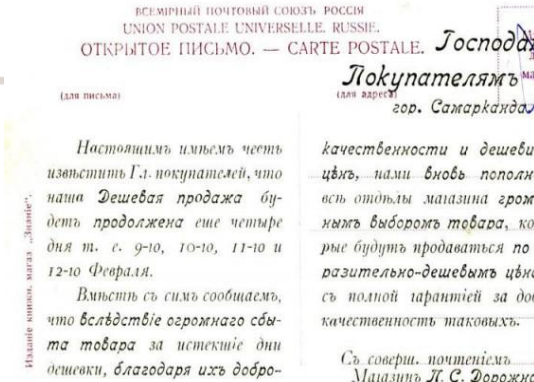
Further development in the 7th - 8th centuries. AD received advertising in connection with the entry of the Central Asian Mesopotamia into the orbit of a single Muslim world. Numerous Arab travelers who visited the region starting from the 7th - 9th centuries also created a kind of advertising for goods of local Central Asian production.

MAIN PART

Later, public service announcements, reflecting the political ideology of the time, appeared in the symbolic images and aphorisms of the murals of architectural monuments. A vivid example of this is the

inscription on the portal of the Ak-Saraypalace in Shakhrisabz during the reign of Amir Temur: "If you doubt our power, look at our buildings."

Table 1.

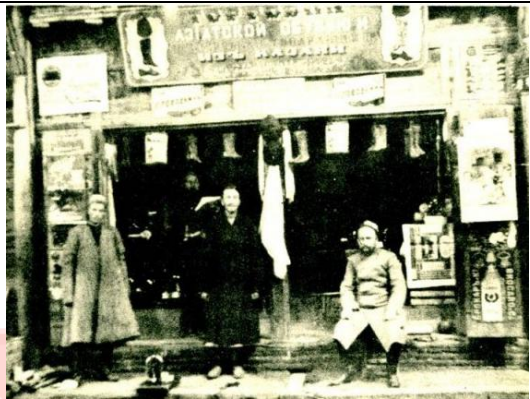


Huge sale of cheap stuff. Advertising cards. Tashkent-Samarkand, early 20th century	
<p>Font parade on Uratyubinskaya street. Wide range of prices. By clicking on the photo, the inscription on the right in French becomes visible: HOTEL DE RUSSIE Restaurant.</p>	 <p style="text-align: center;">Picture 1.</p>
<p>A very informative copy! From it we learn that the activities of the store of merchant P.S. Dorozhnov in Samarkand are proceeding in accordance with the orders of the head office from Moscow. And sales, sales, discounts and other price crashes were called "Huge Cheap Sale".</p>	 <p style="text-align: center;">Picture 2.</p>
<p>To gentlemen buyers - Greetings from Samarkand! An open letter informs about the extension of the "cheap" (!) For another four days. A full guarantee for the good quality of the goods is guaranteed by the shop of P.S. Dorozhnov.</p>	 <p style="text-align: center;">Picture 3.</p>

Advertising has always been the engine of trade, since its inception. Only its forms, tools and method of presenting information were different. We bring to your attention a scan of a unique, miraculously preserved document, a witness of a bygone era. This is an advertising brochure of the 1912 model, in which the goods and services that were used by the population and merchants of that time are represented. Businessmen, they are merchants, as usual, visiting people - came in large numbers from Tsarist Russia, and brought with them a lot of goods that had to be distributed among the target audience. They founded in the Turkestan Territory the production and sale of a wide range of industrial goods, fabrics, beer, shoes and other essential things and items. And even "excesses" in the form of wine and vodka products, cafes and restaurants. As well as today, advertised

goods of two types: local production from the famous Borukhov and Pervushin and imported from the Russian metropolis (pumps, dynamos, books, etc.). The well-functioning work of dealer networks is clearly presented, as evidenced by offers to purchase goods from "our suppliers" in Andijan, Kokand, Samarkand.

Logos and other graphic symbols, and not just text, are already appearing in printed materials, which indicates a fairly good level of development of the printing business in Turkestan.

Table 2.

Advertising signs. Tashkent, early 20th century	
<p>The scene is Tashkent. Some of the photographs presented (Azizbayev's shop, RENOME, Rabinovich and Ridnik) served simultaneously as advertising materials. Azizbayev's store "Asian footwear from Kazan" early 20th century.</p>	 <p style="text-align: right;"><i>Picture 4.</i></p>
<p>Business center in old Tashkent. Several companies simultaneously rent premises in the building.</p>	 <p style="text-align: right;"><i>Picture 5.</i></p>
<p>Most likely, this is the office or office building of the oil and kerosene base of the famous Swedish company of the Nobel brothers. The lack of electric lighting led to a great demand for kerosene. Only for lighting the streets of the city with kerosene lanterns 18 thousand poods of kerosene were spent annually.</p>	 <p style="text-align: right;"><i>Picture 6.</i></p>





<p>.</p>	<p>The RENOME fashion and haberdashery store on Kaufmanskaya Street is located in the same building as the Pharmacy. On the sign on the right, you can see (by clicking on the photo) the charming head of a model in a glamorous hat.</p>	
<p>.</p>	<p>Warehouse and retail store of the Rabinovich and Ridnik Pharmaceuticals Partnership. Pharmaceutical and photographic warehouse.</p>	
<p>.</p>	<p>Some informational message in Arabic script.</p>	
<p>.</p>	<p>Old Tashkent. Tezиков's plant.</p>	

Table 3.

Soviet period posters. Uzbekistan.



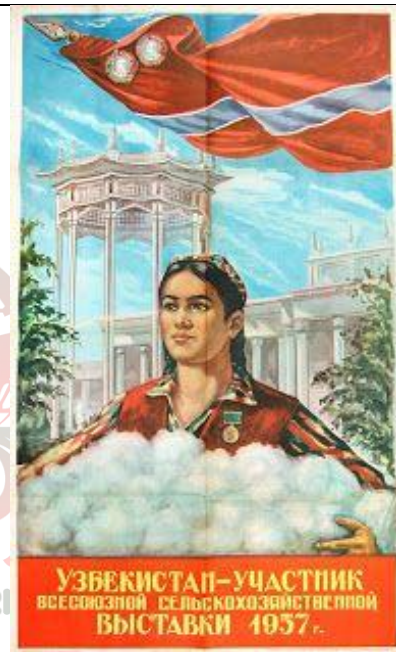
Picture 10.
Korotkova N.F., Voron M.A., 1930



Picture 11.
1939 year.



Picture 12.
Typolite. Uzdavnashr, 1947. Chromolithography. -
78x56 cm.



Picture 13.
"Uzbekistan is a participant of the All-Union
Agricultural Exhibition" 1957

Table 4.

Advertising signs of the Soviet Union.



Picture 18
GUM in 1940



Picture 19.
ChilanzarShoppingCenter 1965



Picture 20.
Kindergarten from builders
Dushanbe. 1968 ...



Picture 21.
ChilanzarRestaurant. 70s.



Picture 22.
CinemaChaika 70s



Picture 23.
D. Yusupov. A ceramic panel on the
building of the Exhibition of Achievements of
the National Economy in Tashkent. 1970.



*Picture 24.
Stella to Tashkent from the
builders of the Moscow region. 1974*



*Picture 25
Alaymarket. 80s.*



*Picture 26.
Railwaystation 1986*



*Picture 27.
TSUM.*

CONCLUSION

The historical fate of the art of advertising shows that its development was determined by both socio-economic and, equally, cultural and historical conditions; in the urban environment outdoor advertising, as the most static part of the advertising content, has semantic and syntactic unity with the subject-spatial environment. The history of outdoor domestic advertising testifies to the fact that it has gone through an original path of artistic development that influenced professional art and design of the 20th century.

In general, the phenomenon of advertising, considered in its cultural context, is able to reveal new facets in the history of Russian artistic culture, to provide a wide database for art history knowledge, which today is called upon to use the aesthetic and artistic aspects of advertising in understanding its complex and contradictory nature.

Thus, the origins of advertising activities go back to primitive antiquity. Antique culture gives rise to already quite mature forms of advertising, which are based on clots of operational information. These forms of advertising were expressed through various sets of verbal, sound, written and visual techniques that create advertising images (images) of advertised objects, whose goal is to actively penetrate the psyche of a potential consumer, to attract his attention and thereby induce to perform actions beneficial for the advertiser.

In the middle of the twentieth century, a serious study of advertising began, without which it is already difficult to imagine our life. We encounter advertisements everywhere - sitting at home in front of the TV, listening to the radio, on the way to work or school - wherever we are, we see or hear advertisements about new products or services.

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