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ADAPTATION OF SOCIAL ADVERTISING IN THE SOCIAL PARTNERSHIP CONDITIONS

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Abstract: In this article some aspects of the process of adaptation of social advertising in relation to the main areas and spheres of social partnership are considered.

Key words: social advertising, social partnership, social relations, humanism, the media, social activity of the population.

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In the increasingly complex social relations in the modern world, the fact that the system of social partnership in a particular country is well developed is of great importance. Social partnership is understood as "the interaction of non-governmental non-profit organizations, state authorities and management, as well as business entities in the development and implementation of coordinated socio-economic policies, implementation of socio-economic development programs, solving humanitarian problems, protecting the rights, freedoms and interests of different layers population of the country" (in the interpretation of N. Zokirova and E. Nishanbayeva) [1].

In Uzbekistan, this issue is given special attention. Evidence of this is the adoption of the Law "On Social Partnership" (09/25/2014). The main purpose of this law is as follows: "... regulation of relations in the field of social partnership" [2]. Also, the Law identifies the main principles and areas of social partnership.

The main principles of social partnership are approved [2]:

- obedience to the law;
- equality of rights;
- openness and transparency;
- availability;
- independence;
- objectivity;
- mutual respect, consideration of interests and responsibility;
- voluntary commitment.

And the areas of social partnership, according to this Law, are recognized [2]:

- social protection, support and increase of social activity of the population;
- ensuring employment of the population, development of small business and private entrepreneurship, farming;
- environmental protection, public health and the promotion of a healthy lifestyle;
- the formation of a harmoniously developed and healthy young generation, education, spiritual and moral education and professional orientation of the youth;
- protection of motherhood and childhood, as well as the rights of women, ensuring their full participation in the socio-political, socio-economic and cultural life of the country, the formation of a healthy family;
- development of science, education, informatization, culture and sports;
- increasing the legal knowledge, legal awareness and legal culture of the population, strengthening the foundations of civil society and a democratic state of law;
- strengthening the ideas of interethnic, intercultural and civil harmony, the revival and preservation of centuries-old, traditional spiritual, moral, historical and cultural values;
- consumer rights Protection.

Social partnership today is the guiding thread that can unite a completely different society and

direct it to solving urgent problems. However, without due attention, almost all initiatives of the social partnership will run across various kinds of obstacles. To prevent this from happening, in our opinion, it is necessary to pursue a multivariate policy of integrating society into the system of social partnership. And in this regard, high hopes are associated with social advertising.

Nowadays, social advertising is crucial in shaping the social sphere of society. Thanks to the involvement of the general public in the pressing problems of modern humanity, the potential number of participants in social progress, real actors in social activities has increased [3, 81-82].

According to the modern sociological dictionary, social advertising "is a special form of non-personal representation and promotion of social ideas, behaviors and practices that contribute both to the humanization of society as a whole and to the achievement of individual goals that are useful from the point of view of the public good" [4].

Consider the possibilities of social advertising in the implementation of social partnership in relevant areas.

In the field of social protection, support and increase social activity of the population. In this aspect, social advertising can directly draw attention to the protection of socially vulnerable segments of the population. In addition, the emphasis needs to be placed on the majority of the active part of the population or on the activation of their potential forces to solve the problem

of meeting the interests of groups of the population that are in special need of social protection.

In the field of employment, small business development and private entrepreneurship, farming. This area is of particular economic interest, since Uzbekistan has embarked on a course of intensive development of the economy and, in particular, of individual entrepreneurship. In this sector, social advertising has not yet defined its place, but, nevertheless, the process of activating the population in order to increase economic consciousness cannot stand still, and this type of advertising here will also say its weighty word.

In the field of environmental protection, public health and the promotion of a healthy lifestyle. This is the area in which social advertising is currently most involved. First of all, such activity is associated with the rather complex multi-root problem of the Aral Sea drying out, desertification of land in some regions not only of Uzbekistan, but also throughout Central Asia, the economical expenditure of clean drinking water, energy resources, the use of alternative energy sources, recommendations for minimizing emissions of harmful substances in atmosphere, the use of health-saving technologies, monitoring of children's health and maternal health. All these trends are a product of a globalizing world, and in this respect Uzbekistan is one of those countries where not only foreign, but also its own advanced experience is

being introduced and implemented. For example, thanks to social advertising, days without a car, mass bike races and other sports and recreational activities were announced. Attracting the general public to these problems occurred precisely because of the activity of social marketers, who created magnificent images of the heroes of social advertising.

In the sphere of the formation of a harmoniously developed and healthy young generation, enlightenment, spiritual and moral education and vocational guidance of the youth. The future of the country, the future moral and professional orientation of each citizen of the country depends on the implementation of social partnership in this field. All those positive changes taking place in our state allow us to conclude that social advertising causes genuine interest on the part of society to issues related to the education of a highly moral, patriotic person who knows and values his strengths, knowledge and skills. able to set great goals and achieve them.

In the sphere of protection of motherhood and childhood, as well as the rights of women, ensuring their full participation in the socio-political, socio-economic and cultural life of the country, the formation of a healthy family. This area is closely intertwined with many already listed. Since the solution of all issues and difficulties associated with it is of paramount importance. So, thanks to social advertising of

the activity of forms of social partnership, by now almost all medical centers of women's and children's health are equipped with everything necessary to conduct various kinds of research that can detect any abnormalities in the initial stage, as well as conduct a full screening and monitoring of maternity. The result was a reduction to the minimum values of any negative effects, especially in unfavorable from an environmental point of view, regions of Uzbekistan.

In the field of development of science, education, information, culture and sports. Evidence of the development of this area can serve as significant successes of Uzbek scientists, developing not only domestic, but also world science, as well as the results of our olympionists - the winners of various scientific competitions. The success of our athletes, who recently showed phenomenal results at the Asian Games in Indonesia, is unquestionable. All this, thanks, inter alia, to well-done social advertising.

In the field of improving legal knowledge, legal awareness and legal culture of the population, strengthening the foundations of civil society and a democratic state of law. In this aspect of social partnership, the role of social advertising is hard to overestimate. In many countries of the world, going, as they say in step with the modern requirements of the transition to civil society, a society of publicity, prosperity and progress, social advertising and

everything connected with it is enshrined at the legislative level. The fact is that social advertising serves the cause of the eradication of all unlawful relations and, first of all, prevents corruption. It is thanks to social advertising that the number of conscious citizens who oppose injustice is constantly growing. And this means that at the same time the level of legal consciousness is growing.

In the field of strengthening the ideas of interethnic, intercultural and civil harmony, the revival and preservation of centuries-old, traditional spiritual, moral, historical and cultural values. This is the main area that shows all the processes occurring in Uzbekistan to an outside observer. In this regard, the experience of our country in strengthening peace, stability, mass propaganda of the ideas of inter-ethnic harmony, inter-religious tolerance, social solidarity, intercultural and civil harmony is of undoubted interest. As for the preservation of centuries-old, traditional spiritual, moral, historical and cultural values, this is clearly evidenced by both non-commercial and commercial social videos that demonstrate the beauty and attractiveness of sunny Uzbekistan with its ancient cities, the beauties of nature, and wonderful hospitable people.

In the field of consumer protection. One of the most pressing problems. In fact, each person is a consumer and has the right to demand from the manufacturer of

goods and services a minimum of satisfactory quality. Otherwise, the mechanisms of social partnership are activated in order to bring unfair entrepreneurs to justice and to satisfy consumer complaints. Increasingly, citizens themselves act as national controllers of the quality of goods and services. Social advertising in this direction plays a significant role and affects the growth of customer service culture.

Thus, social advertising through its organizers, producers,

functions, mechanisms and methods can change the behavioral models of the individual and in general public opinion [3, 84]. Interacting with the areas of social partnership, social advertising can change the legal, economic consciousness, civil identity of the individual, increase social activity of the population, attract considerable public attention to requiring immediate solutions to problems and problems in the social sphere.

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