



---

**NATIONAL MEDIASPECIFIC COMBINATION OF NATIONAL AND  
INTERNATIONAL EXPERIENCE IN THE TRANSMISSION OF  
ADVERTISING**

<https://doi.org/10.5281/zenodo.10079581>

**Raximjonova Shahloxon**

**ANNOTATION**

The combination of specific national and international experience in the transmission of advertising in national media, put forward the idea of on the advertising of products and the impact on their daily life, think about information advertising and marketing activities.

**Keywords**

society, the media, advertising, advertising culture, individuals, information, those the production of goods, services, marketing.

Of the republic of Uzbekistan "Advertising law on advertising is given in the following definition: "Advertising - direct or indirect benefits (income) in order to get the physical or legal person, the product, including trademark, service mark in any form and using any means on the technology and the spread of information used in accordance with the special law".

Currently the advertising market economy is one of the elements, it plays an important role in the development of. The development of a number of enterprises properly planned and well-organized advertising have a serious impact, it is subject to local legislation and take into account national traditions, reliable, be true, should not give false information.

Advertising has a strong position in our marriage. He has been developing rapidly and has become an industry independent and powerful. Russia and the European Union in the university for journalism and a number of advertising faculty and effective shows. In 1999 in Moscow, the first specialized institution - the institute was established in international advertising, then advertising and marketing management prepares specialists in advertising and advertising on photography and computer technologies in operatorlik skill. Including the media in Uzbekistan xususiy lashishi and increasingly self-financing commitments advertising competition in the market has also increased. Now media network, print and internet advertising to increase the quality of their products, including himself along with publications give it continues to attract.



National living of the population of the advertising market-style, needs, wishes, religions and traditions of constant study, research and creates new products on the same basis. International trade of goods brands in the world of advertising special group conducts research for the various regions. One example is the "Coca Cola" company produces special rollers for broadcast in the countries of the east, among them national holidays, family circle, kindness, mercy, will reflect the distinct qualities of the east. While in western culture, creative interaction, updates are reflected in the material pays more attention to the modern lifestyle. In this regard, the effects of culture and the lifestyle of consumers is a high price to the advertising world. "Coca Cola" the breath of the east on the advertising of products in Uzbekistan is the largest international media companies in exchange for funds in advertising and sales is one of the high volume of users.

In the domestic market of Uzbekistan national promotional products in the industry have evolved in the last 10 years. Our country 2022-thousand year conducts the activities of private organizations engaged in pr and advertising ya'kuniga come. They draw from promotional products in small and medium business to large national and international companies that will work for both. Government organizations, large enterprises and companies reklma, charitable events, such as press conferences, new product launches and promotional tashkillovchi system has the pr team. Creative advertising and a national brand of quality in the international market in recent years, the volume of sold also plays an important role in increasing dramatically. This projects as effective as the "Artel", "Akfa", "Carpet of sag", "Chevrolet Uzbekistan" of a company example.

Advertising of medicines – specific topic. The information needs of the population specialists and firms – manufacturers and commercial interests intersect with distributorlarinng.

The advertising of medicines is very important. This the republic of Uzbekistan "on health protection of citizens" on (after 1996.), "Drugs and pharmaceutical activity" (on a 1997.), "On advertising" (1998's.) decree of the cabinet of ministers of the republic of Uzbekistan, the law "of the republic of Uzbekistan "on advertising", the law on measures and implemented in accordance with the" (after 2000.), The ministry of health of the republic of Uzbekistan "on the list of drugs for sale without a prescription the doctor" the order of the ministry of finance (2010's.) the approval of etcis.

Be used on sale and despite the stand of the relevant public authority to be given special permission cosmetics tools, household chemical goods, food products, azerbaijanis, and start advertising and biological aspects impressive food supplements is prohibited.



Of the republic of Uzbekistan "on advertising," according to the law on the advertising of medicines must be the following:

- the full name of the drug (including the name of the pharmacological international) and production name;

- of drugs means the use or it is the application of the information. Advertising is prohibited on the following:

- only your doctor of the indications of (prescription) drug, which is given by the means;

- addiction in the structure of the means and (or) means of medication psychoactive substance;

- To unapproved drugs used in medicine in the republic of Uzbekistan.

The ministry of health of the republic of Uzbekistan of advertising is prohibited without the permission of the following:

- Generation designed drug means;

- treatment sessions, and the effects of mental or gipnoz bioenergetik performed using methods other similar events;

- medical products, medical equipment, hygiene facilities, disinfection, and dezinfektsiya deratizatsiya means;

- an incurable disease or diseases difficult to treat than they are effective therapeutic method.

Developed in accordance with the legislation of the Republic of Uzbekistan the ministry of health 2010-12-year-in March, 74 dated "medicines, medical products and medical services to advertise on the procedure to allow" on command the introduction of the following is the opportunity you gave:

- examination of all types of advertising materials from the transfer;

- medication means of movement, economic subjects, by regulating the advertising of medical services;

- the population vijdonli are advertising to protect ;to

- legislative adapt to the requirements of normative acts of the ministry of health;

- permission previously given materials, monitoring take go.

Normative base regulating the advertising of medicines in the decision analysis and conflict than of the order and will determine the presence of a number of shortcomings. The practical use of the main problems of legislation in the field of advertising consists of the following:

- advertising information is incomplete, in particular, will not be given information about side effects of medicines;

• special publications of the mass media designed to be included in the category of medical and pharmaceutical staff is a problem because the definition of such a publication and don't have symptoms;

• in most cases the issue is not about advertising's disease, but his symptoms disappear about being deliberately going to "evergreen";

• the new advertising of drugs, often called "the all seeing treatment" is displayed as the features of the client and does not take into account existing guidelines and against.

Brand advertising in the media of Uzbekistan the following channels of distribution: the media: television, radio, internet advertising, vehicle advertising, external advertising and others. (3-table).

In recent times also developed a bright diod advertising. For advertising opportunities and a bright screen, extensive external diod has a number of advantages: the clarity of the image, the deeper the emotional impact to the audience to stand and changing placing operational information, can work 24 hours a day.

**Basic information types description.**

The information carrier,	the advantages of	the shortcomings of
Newspapers	Adapted, his at the time be given, the confidence level is high	of printing low quality, the number of c gazetxonheklanganligi
Magazines	for a long time be stored, confidence and authority	Advertising space purchase get with advertising out a big break in between.
Television	Image and sound of the unit, the higher the coverage, the level of	the price of high, advertising the effects of time of a short ministry of
Radio,	the popularity of low prices,	information is given with only the sound of the effects of time kof leukemia,
the outer advertising	Customize, low prices advertising the effects of repeated	Audience limit, and
Bright a diod screen	High quality images, operative advertising placement,continuouswork	Relative high prices,
internet,	Popularaudience,relativelylow narkh that	the increase of insecurity that arise as a result of false information
phone	Users , a lot of individual communication the set of mumkin of	High price
Mail	Adapted,competition lackaddress fromdying tohaving	a highprice



Of the republic of Uzbekistan 2021-year 28-adopted in December “on advertising” the law of 6-chapter reflect the specific features of the spreading by means of some kind of advertising advertising. Television advertising in article 27 of this law, the full tariff is given.

Broadcast TV channel, tele-, video-, kinoxronikali tarqatilayotgan of advertising in the program (including advertising advertising teledo'kon) twenty percent of the total time during the duration of an hour of default, however, the default may not exceed fifteen percent of the time in a day. These requirements are only advertising program specialized to the channel in relation applied are not.

The duration of the telecast to put off less than ten minutes with advertising and advertising along with the demonstrate does not allow you to.

Of sports competitions (including sports to compete in the games, fights, racing) live broadcast or recorded the show without you, the channel is not provided in the contract with the owner of the rights of the different rules that only if a break or pause time in the process with advertising in sport competitions, including with sponsored advertisements may be disconnected.

The following is prohibited:

public events and ceremonies, for the purpose of placing advertising on the show disconnected;

anons about advertising and advertising, TV advertising, including advertising about the height of the level of sound and announce disconnected the TV and set to make the sound louder compared to the telecast with anons;

when making a TV show from the use of the moving bar for promotional purposes, advertising, except the block at the time of use;

videoplashkalarni telecast to (show telecast, which remains visible at the time of commercial information), placing himself also of advertising, as well as broadcast advertising time on the basis of law, which is the program to demonstrate exception. Thus, size of the screen of level ten percent has not increased , and his lower part , horizontal position and placed be should.

This article first and second parts of the requirements:

appropriate channel show, but TV on the TV placed in the injected through to information;

TV logo and the program about the information compared administered was not.

Foreign TV channel a making which is spread advertising information on this Law, article 16 in mind keeping requirements compliance ensure to the case, such a channel program from advertising to the user advertising without information provided are.



“Advertising on” law 28 of substance, while the radio broadcast advertising signals of legislative coverage given.

Radio of advertising, advertising with break off laid the total duration of the broadcasting time of one hour during a twenty percent, however, a daily broadcasting time of ten to five percent from be increased cannot. This request broadcasts only advertising specialized to stimulate in relation applied are not.

The following is prohibited:

Advertising placing for the purpose of public events and ceremonies of the show, the break put;

advertising and its announce, same , including broadcasting about the anons the sound of the height of the level of advertising and broadcasting of advertising about the anons with pluck and put stereo sound than the louder I set.

Foreign stimulate making which is spread advertising information on this Law, article 16 in mind keeping requirements compliance ensure to the case, such a channel program from advertising to the user advertising without information provided are.