

IMPLEMENTATION OF SOCIO-POLITICAL ADVERTISEMENT IN THE PROGRESS OF POLITICAL SYSTEM IN UZBEKISTAN: ACHIEVEMENTS AND SETBACKS.

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Abstract

In today's world one can witness numerous processes related with the violation of democratic values and the interference with the public opinion. In a time, where the advocates of democratic tide constantly trying to use all resources they have to increase the role of the public authority over the government, it is wrong to try to govern the public with autocratic leadership methods and anti-democratic measurements. Today's world is also witnessing a new kind of mechanisms of formation of public opinion, which was not beheld before. The new kinds of socio-political advertisement serve for this purpose and political authorities are achieving their aims with these means.

Many developed countries of the world emphasizing the importance of the studies focused on the achievement of political goals through the implementation of new socio-political techniques in the formation of public opinion. In this respect, an ordinary person, an un-socialized group, attracting attention through a pressing problem, the use of the popularization technologies with the aim of increasing the popularity of candidates in social networks and bringing the "human factor" to a higher degree acquire a greater importance. Therefore, many leading research institutions of today's world give more attention to the problems of creating a new system of formation of public opinion, the synthesis of the process of politicization of social advertisements, and the maintenance of transparency of political interest groups.

Keywords: election, election processes, public relations, pre-election rivalry, advertisement, political agenda, black technologies.

Introduction

Although the socio-political advertisement has been a long tradition in the world, in Uzbekistan, this process started to develop mainly after the abolishment of the totalitarian political regime. The initial problems were, for instance, a lack of legal measurements for the regulation of the acts of socio-political advertisement, the naivety of advertisers, and the incompetence of advertisement-makers. But, the progress of the reforms in political sphere accelerated the progress of the political advertisement. It must be admitted, that even today,

we have enough problems and shortcomings in this sphere, however, the fact that Uzbekistan achieved a considerable successes in implementation of socio-political advertisement and her experience deserves due recognition.

Review of the literature on the topic

Although, the problems of socio-political advertisement have not exactly been touched by the intellectuals of Uzbekistan, the works, monographs and articles of B. Mustafoev, A. Yukubov, E. Sultonova, F. Muminov, O. Khusanov, I. Ergashev, A. Holbekov, R. Jumaev, N. Umarova, M. Kirgizboev, N. Juraev, N. Abduazizova and others discuss the problems of election process, election rights, the organizational-legal aspects and principles of the processes of election, the facilitation of competitive environment in elections, and pre-election propaganda measurements. The researches Yazdonov Ulugbek Toshmurotovich conducted research on “The Functional Integration Characteristics of the Institutions of the Formation of Public Opinion in the Conditions of Globalization”, but the research focuses on the formation of public opinion and it does not analyze the socio-political advertisements. Our research focuses on the role of socio-political advertisements in the formation of public opinion.

RESEARCH METHODOLOGY

The present research employs such general and philosophical methods as historical method, objectivity, abstraction, concrete methods, system analysis, and comparative analysis.

Analysis and Results

The decision of the voters in elections, along with many factors, rests on the socio-political campaigns, conducted by parties. Therefore, the experience of the Uzbekistani political groups in the sphere of socio-political advertisement still lacks proper scientific analysis.

First, it must be noted that the elections for the Legislative Branch of the Supreme Assembly of the Republic of Uzbekistan, and elections for the regional, municipal and district councils, which were held on December 22, 2019 differ greatly from the previous elections in our country’s history. The motto of the elections of previous year was “New Uzbekistan – New Elections”. There were a number of campaigns to get all the layers of the population to participation in the elections.

Considering that the experience assumes the perennial practice, it is purposeful to start the analysis from the advertisement campaigns of the candidates for the Legislative Branch of the Supreme Assembly of the Republic of Uzbekistan, and for the regional, municipal and district councils in television. First of all, it is important to point out the last week's advertisement campaigns in the television [11]. If we analyze the form of the advertisement campaign of the "Adolat" social-democratic party of the Republic of Uzbekistan, we can witness the effective use of the party emblem. If we look at the symbol of the rose, which is on the blue background on the party's emblem, we notice that it was used effectively at the end of each line. The national Flag of the Republic of Uzbekistan serves as the margins of the video, and the party's emblem is placed at the bottom left of the video. The images in the footage correspond to the text, and the music corresponds to the purpose of the advertisement.

In terms of content, the videos reflect the enthusiasm in our lives, the life of the party, its meetings, the activities of its members, the billboards emphasize internationalism, the images of young people, the support provided by party activists to the poor, the images of party activists. given, plates on production, science, education, national crafts. In contrast to the videos of other parties, the advertising role emphasizes the party's goals related to health, improving the judicial system, and further enhancing the role of women in society. The commercial ended with the slogan "Justice is the main criterion of life."

It should be noted that the TV commercial of the Social Democratic Party of Uzbekistan "Adolat" meets the requirements for products of this genre of social advertising. After all, it describes the main goals of the party, the directions of its activities, the goals and objectives, who to rely on in the implementation of tasks, which idea to support. In addition, the commercial has a conceptual character - it provides information about the party platform, appeals to the minds of voters. Mechanisms were used that could influence public opinion. It can be said that the communicative task has been successfully solved in this commercial: the proposed ideology has been transformed into a simple and understandable set of ideas. At the same time, in our opinion, the information about the formation of the party and its active participation in the political process in our country was redundant among the information that should be expressed in just 75 seconds. Because this information does not play a strong role in making a strong impression on the audience, in making them feel good, in increasing the number of party supporters. In addition, although the party claims to rely on agricultural workers, the television commercial did not mention any footage related to the sector.

The TV commercial of the Democratic Party of Uzbekistan "Milliy Tiklanish" also begins with the image of the party symbol - the name of the party between the wings of the hummingbird on the background of the waving flag of Uzbekistan. Unlike other parties, the commercial was made in a unique way. In particular, the screen is divided into nine cells, and in the center cell is placed the party symbol. In the remaining cells, the images corresponding to the advertising text are placed in logical sections. When the relevant part of the text is read, the corresponding logical fragment image enlarges from a small cell and occupies the entire screen. The commercial is rich in images of our historical monuments, as well as scenes from the lives of young people, especially the conditions created for the education of young people. In addition, the TV commercial featured images related to the production, showing new techniques and technologies that are entering our lives. The video uses national music, which is slower than other parties.

In general, the TV commercial of the Democratic Party of Uzbekistan "Milliy Tiklanish" was prepared in accordance with the goals of the party, in which the images of our rich values, which evoke feelings of patriotism and national pride, are combined with films related to intellectual development. There are also aspects of the video that have an educational impact on young people. If we analyze the text of the advertisement, it has a more ideological nature, the purpose of the party is expressed, it is emphasized that our national identity is the basis and support, who will defend its interests, what ideas it will fight for. In this respect, the party role can be included in the list of social rollers. Because it prioritizes addressing the feelings of more citizens and relies on national pride.

One of its strengths is that in the commercial, everyone is referred to as the most progressive forces in society and the party is told to rely on us. Indeed, such an approach encourages the voter to identify with the party, to perceive it as their own, and, as a result, to vote for that force in the election. Advertisement "Vote to further strengthen our independence, to ensure the realization of our dreams and aspirations!" ended with a call. At the same time, the video does not provide much information about the life of the party. In the video, in addition to the above, the provision of plates related to our national handicrafts would have further enriched it, served the idea of national revival.

The third most popular party in the media was the Movement of Entrepreneurs and Businessmen - the Liberal Democratic Party of Uzbekistan. The promotional video of this party starts with the image of the party symbol. First of all, it should be noted that the preparation of the image of the party symbol - the initials of the party name on the background of a rotating globe, and then the full name of the party around the globe -

requires a lot of work. The party symbol is used effectively in the whole advertisement - from the beginning to the end of the advertisement, the symbol occupies the lower right part of the screen. The video is enriched with plates depicting the production process, which show the advanced technologies used in production, samples of products made in Uzbekistan. The image of those engaged in entrepreneurial labor and the representation of many young people among them also served to express the party ideology.

The text of the commercial expresses the importance of opening a wide path to entrepreneurship and business, the main purpose of the party, what actions it supports, who it sees in its ranks. The video “Movement of Entrepreneurs and Businessmen - Liberal Democratic Party of Uzbekistan - Your party. Vote for our candidates! ” ended with a call. The call also instructed voters to identify themselves with the party. Text-appropriate music was selected for the commercial. In general, the development of the strategy of the party's advertising campaign was based on the socio-economic model of electoral behavior, and such a choice was justified.

It is noteworthy that the commercial did not include footage of party life, nor did it show party activists. In our opinion, in the statement of the purpose of the party, the idea that it theoretically substantiates the prospects of entrepreneurs and business people is inappropriate. In this approach, academicism is theorized. In addition, the videos mainly describe the processes associated with production, and do not depict the results of entrepreneurial activities, such as the growth of welfare, rising living standards, changes in the diet of the population, i.e. positive changes in people's lives.

Another political force that took part in the elections, the TV commercial of the People's Democratic Party of Uzbekistan, began with the image of the party's symbol. The party symbol is represented in the movement, with the full name of the party at the bottom of the circle, framed by 12 stars, and the initials of the party name and laurel in the center. From the beginning to the end of the ad, the party symbol occupies the lower right side of the screen. The videos reflect the excitement of our lives, depict many buildings and structures, and express traffic. In accordance with the text, there are many plates depicting the representatives of the people, examples of national crafts. A number of plaques are separated by the waving flag of Uzbekistan. The fact that the video contains information about the existence of the party's youth wing "Istikbol" can also be considered as an achievement of advertising.

As for the text of the advertisement, it is said that the party is a political force that has a more ideological nature and seeks to help the people. In this regard, it can be seen that

advertising relies on a problematic model of electoral behavior. At the same time, there is an aspect of the commercial that has caused a lot of controversy in the election campaign. Opinions that the appeals to the public receptions, which took place in it, were resolved positively were assessed by many parties as populism. From a scientific point of view, it can be concluded that the party is based on the "subject-subject" model in the implementation of advertising, that is, adapts advertising to the needs and interests of the audience.

Advertising video "People's Democratic Party of Uzbekistan - our party!" ended without a call with the slogan. In our opinion, the fact that the party reports are presented in the form of booklets, the depiction of many meetings shows that a slightly outdated, bureaucratic approach to the preparation of advertising has prevailed. It can also be observed that there is a small pause in the reading of the text at the end of the ad.

The TV commercial of the youngest party in the elections, the Ecological Party of Uzbekistan, also began with the image of the party symbol. The full name of the party is depicted in the inner circle in the upper left corner of the screen, framed by the map of Uzbekistan. The territory of Uzbekistan is depicted in green. From the beginning to the end of the ad, the party symbol occupies the upper left side of the screen. The videos show behind-the-scenes content, such as environmental problems, their solutions, and the fact that each of us should not be indifferent to our loved ones. Poisoning from traffic in the world, damage from other chemicals is expressed. According to the text, there are many plates depicting children playing in the mountains. A number of plaques are separated by the waving flag of Uzbekistan.

As for the text of the advertisement, it is said that the party is a political force that seeks to help the people, to represent the interests of the population, which is not indifferent to the protection of the environment in the country. In this regard, it can be seen that advertising relies on a problematic model of electoral behavior. At the same time, there is an aspect of the commercial that has caused a lot of controversy in the election campaign. Opinions that the appeals to the public receptions, which took place in it, were resolved positively and assessed by many parties as populism. From a scientific point of view, it can be concluded that the party is based on the "subject-subject" model in the implementation of advertising, that is, adapts advertising to the needs and interests of the audience.

The commercial ended without a call with the slogan "Protection of the environment is in your hands." In our opinion, the fact that the party reports are presented in the form of booklets, the depiction of many meetings shows that a slightly outdated, bureaucratic

approach to the preparation of advertising has prevailed. It can also be observed that there is a small pause in the reading of the text at the end of the advertisement.

In summary, the following common features of the TV commercials of all parties participating in the 2019 elections can be identified: they effectively use party symbols, clearly state the party's goals and activities, and try to distinguish the party from other parties through advertising appeals. , emphasizing the development of voters' sense of belonging to the party, identifying it as their own, relying on appropriate models of electoral behavior, not criticizing the ideas of other parties, all videos ending with slogans or appeals.

It is worth mentioning the advertising spots prepared by the Movement of Entrepreneurs and Businessmen - the Liberal Democratic Party of Uzbekistan and the People's Democratic Party of Uzbekistan. The Liberal Democratic Party of Uzbekistan's "staged" advertisement showed a computer-generated dialogue between young people on which party to vote for, while the People's Democratic Party of Uzbekistan posted a "scene" of gratuity party activists on behalf of a party employee. The use of such popular, popular and influential methods by parties in the implementation of advertising can be positively assessed.

It should be noted that in the analysis of social advertising on television, some political parties skillfully used information excuses. In particular, it should be noted that the information about the seminars held by the Liberal Democratic Party of Uzbekistan in the Tashkent region in the last week of the election campaign served as a kind of covert advertising. This has a specific impact on the management of public opinion and proves that in Uzbekistan, the experience of both parties and the media in the field of television advertising has increased, and there have been significant qualitative changes in this area.

However, advertising on television is not limited to advertising through commercials, spots, or informational excuses. In this regard, in the run-up to the 2019 elections, it is important to focus on the 5-minute speeches of party leaders, 30-minute demonstrations with the participation of party activists and inter-party debates in the manner prescribed by the Central Election Commission of Uzbekistan.

It is well known that “in a democratic society, electoral struggles are the main arena of political party activity. Each party seeks to increase its electorate.”[12] In this regard, the specific "competition" of party leaders in the field of inter-party struggle requires special attention.

Due to the limited scope of scientific work, it is advisable to analyze the speeches of party leaders a week before the election - "last week's speeches." The speech of the chairman

of the Political Council of the Social Democratic Party of Uzbekistan "Adolat" N. Umarov in the studio can be divided into three logical parts. The first part of the speech expressed views on the party's program, while the second part addressed the ideas put forward by other parties, and at the end of the speech addressed voters and encouraged them to vote for the party. Speaking about the program tasks of the party, the speaker noted that the party is determined to take concrete measures to prevent the division of our society into extremely rich and poor. The Social Democratic Party of Uzbekistan "Adolat" said that it supports the ideas of a strong social democracy, which adheres to the principles of social justice and ensures the implementation of large-scale social measures. In addition, the speaker noted that party members are in favor of further improving working conditions in all enterprises, regardless of the form of ownership, increasing the social responsibility of business structures.

Criticizing the speeches of other parties, N. Umarov said that he would rely on questions and comments from the population during meetings with voters. During the election campaign, people asked why the Liberal Democratic Party of Uzbekistan was shouting about the fight against corruption and bribery in lending and privatization. "What prevented them from doing this for 5 years?"

He was surprised that the People's Democratic Party of Uzbekistan was trying to take responsibility for the social protection of the poor and the prevention of unemployment. He called the People's Democratic Party of Uzbekistan a "patriarchal party" and said it was still breathing the air of the last century. Announcing the protection of various segments of the population, the party stressed that it could not show any mechanisms other than amendments to laws and regulations. At the heart of this approach is a desire to convince one party of its superiority by undermining the reputation of strong rival parties. Speech by the leader of the Social Democratic Party of Uzbekistan "Adolat" Candidates of the party deserve to be your representatives. Vote for us! ” ended with a call.

In general, it should be noted that the speech of the leader of the Social Democratic Party of Uzbekistan "Adolat" was short and concise, there were no excessive comments, the speaker did not increase the number of speeches, did not make long comments. From a scientific point of view, speech fully meets the communicative requirements: it consists of a cognitive part that informs the voter about the party, an affective part that shapes any emotional approach through criticism from other parties, and a regulatory part that motivates action. The fact that the opposition parties criticized the speaker in response to questions and comments from the public can also be seen as an achievement of the speech. At the same

time, it should be noted that there was some tension in the speaker's speech, and the official tone prevailed.

In the speech of the Chairman of the Executive Committee of the Central Council of the Democratic Party of Uzbekistan "Milliy Tiklanish" A. Kadyrov, the speaker showed self-confidence, determination, clarity of opinion, freedom of speech. Connecting the victory of the party's candidates with the election program, the speaker highlighted three aspects of the program: further increase the intellectual potential of the country through the development of science, support for intellectuals; protection of the interests of the national market and national producers; revealed the goal of achieving democratic processes in accordance with the traditions and values of our people.

The speaker noted that the Liberal Democratic Party of Uzbekistan makes unfounded allegations about the noble ideas put forward by the Democratic Party "Milliy Tiklanish", such as national pride and self-consciousness. This part of the speech was mainly defensive in nature, in which it responded to attacks related to the discrediting of the party in the eyes of the electorate. It should also be noted that the party leader was very active on social media during the election campaign.

In his speech, he said that the party will work to develop and adopt legislation regulating the development of science and support for intellectuals, to improve its legal and practical mechanisms. The speech ended with a call to vote for the immortal ideas of national revival. In general, it is fair to say that this speech has acquired a more ideological nature rather than pragmatic. Because the speaker tried to form in them an acceptable mental attitude to the party, addressing more and more human emotions in inculcating ideas about the party in the public consciousness. It must be acknowledged that the slightly offensive nature of the speech, and the fact that the speaker conveys his views in an evocative tone, will undoubtedly affect the political inclinations of the audience. At the same time, it must be admitted that in response to the criticism of the rival parties, there was a lack of sound opinions and evidence.

Aktam Hayitov, chairman of the Executive Committee of the Political Council of the Liberal Democratic Party of Uzbekistan, was criticized by rival parties. In a speech that began by emphasizing that the protection of the interests of the property class was the main goal of the party, the speaker said that he would inform voters about the work done by the party since the announcement of the election campaign, their results and conclusions. But he immediately began to express his critical views on rival parties. The Social Democratic Party "Adolat" was criticized as a supporter of strengthening the control functions of public

administration in the implementation of laws, and in response to the party's initiatives on free medical care, the Liberal Democratic Party of Uzbekistan put forward the idea of further development of the private sector.

It was noted that the Democratic Party "Milliy Tiklanish" does not show practical mechanisms to ensure the priority of the interests of local producers, and such a policy, which is likely to deprive this layer of competition, was considered by the speaker as shelling and national stubbornness. The People's Democratic Party of Uzbekistan, known as the Grand Old party, has been criticized for failing to specify the source of funding for social security and insurance, saying it could also be funded by non-state social funds. The leader of the Liberal Democratic Party of Uzbekistan ended his speech with a call to vote for the party's candidates. In general, it was noted that the speaker was a bit nervous at the speech, the image was edited many times, and the criticism of rival parties took precedence over the statement of party goals in the speech. The speech was more about preventing their opponents from tackling the task than gaining supporters. It should also be acknowledged at the beginning of the speech that the attempt to inform voters about the work done by the party since the announcement of the election campaign did not justify itself.

Chairman of the Central Council of the People's Democratic Party of Uzbekistan Ulugbek Inoyatov said in his speech that the party aims to gradually reduce the number of people in need of additional social and material assistance by increasing the employment of able-bodied people. The speech outlined the party's initiatives to improve housing and living conditions of the rural population, increase employment in the service sector, provide benefits for enterprises that create additional jobs for groups in need of social assistance.

Regarding the attitude to the ideas of rival parties, the speaker found unfounded the desire of the Liberal Democratic Party of Uzbekistan to further liberalize the domestic market, including the labor market. The idea of further strengthening targeted social protection, which provoked protests from representatives of the Liberal Democratic Party, was defended. The speech supported the idea of training specialists in higher education institutions on a fee-for-service basis at the request of enterprises, creating conditions for rural youth to study in higher education institutions that train specialists for rural areas. The aspirations of the People's Democratic Party to create an environment of social responsibility in the field of housing and communal services were linked to the interests of the electorate. It was also noted that in order to reduce the cost of utilities, it is necessary to develop a competitive environment in the industry, the transition to resource-saving technologies. The speech ended with a call to vote for party candidates.

It should be noted that the speaker briefly touched upon many ideas and initiatives of the party, covering issues that affect the majority of the electorate. In particular, the speaker's attempt to link party ideas to issues that are personally relevant to the voter in order not to lose the audience's attention can be seen as an achievement. At the same time, it should be acknowledged that the practical mechanisms of party initiatives related to higher education are not specified. It should be noted that no measures have been taken to implement the party's ideas on creating an environment of social responsibility in the field of public utilities.

In general, it is necessary to positively assess the priority of optimism, optimism in the mood of party leaders on television. In the speeches of all party leaders, important ideas for the electorate were put forward and they were conveyed to the electorate in an understandable language. The fact that party leaders have stated that they are committed to meeting the essential needs of the electorate is also their achievement. The fact that the speech of each party leader reacted to the propaganda work of other parties proves that the election struggle took place in a highly competitive environment. At the same time, it should also be acknowledged that in criticizing other political forces, the evidence has a greater share of emotional information than reasoned opinions. The main thing is that due to the speeches of the leaders, the election platform of the parties was expressed in the eyes of the audience not in the form of abstract concepts, but in the person of real people.

It should be noted that the parties' election campaign on television was also conducted in the form of 30-minute speeches of party activists and inter-party debates. It is worth noting that the speeches of five representatives from each party in the studio were organized in the form of dialogue, and the fact that individual representatives raised specific issues in the party program was justified. Given the relatively large amount of time devoted to such dialogue, it is possible to positively assess the fact that the parties put forward unique political proposals that are required in advertising. For example, the formation of e-government, the development of telecommunications in rural areas, the creation of a national innovation system, the introduction of non-traditional, renewable energy sources, tourism development, the introduction of judicial security, distance learning, private education as a unique political proposal. can be recognized. It is positive that such shows reflect the image of the future proposed by the parties. These speeches also showed that the parties have a deep understanding of the socio-economic problems facing society. In addition, in such dialogues, a wide range of criticisms of the ideas contained in the programs of rival parties was given ample space. In this sense, through these shows, the clash between political programs has been transformed into a confrontation between alternative ideas.

It should be noted that the election speeches were well organized in terms of external attributes. In particular, the studio is decorated with party symbols and slogans, the colors are chosen correctly, the lighting of the studio is also in demand. The fact that the speakers were filmed from different distances also prevented the “speaking head” effect. However, it would be expedient to conduct this dialogue a little more vividly, to give the floor to the party members by asking them questions, and to act in a way that favors their views.

10-15 years ago, political parties in Uzbekistan were criticized by our scholars from the following point of view: “... The political programs of the parties are surprisingly similar. A voter ignorant of politics sometimes does not understand the difference between a "democratic party" and a "social democratic party" or a "people's democratic party." Although the parties had tens of thousands of voters in the 1995 elections, this is not a reason to conclude that the people consciously voted for one party or another.”[13]

It must be acknowledged that today the differences in the programmatic goals of the parties are obvious, and these differences are also reflected in the election campaign. The debates of the election parties are a clear example of this. The use of this genre of social advertising can be said to have helped voters to determine the programs of all parties, their views on certain issues. Because in such discussions, the most important questions for voters were answered, candidates were given the opportunity to demonstrate their abilities, oratory skills, voters were helped to make a conscious choice. The direct confrontation of rivals in the debate, on the one hand, provided an opportunity to present the parties' election platforms to voters in an emotional way, and on the other hand, to compare their views, identify similarities and differences in positions. At the same time, in addition to party members and initiators, it is necessary to recognize the participation of the public in the studio, as well as the use of "talk show", interactivity through telecommunications.

It should be noted that in the elections to the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan, regional, city and district councils of people's deputies on December 22, 2019, social networks were also effectively used in the transmission of socio-political advertising. He also made extensive use of social videos, which have a strong impact on the public by the parties in the 2019 elections. When advertising through social media, it is possible to refer to the advertisement more than once, the social issues raised by the parties are not understood to have political significance until the end of the video. Only the party name is displayed at the end of the trailer. Social networks are an important channel of socio-political advertising in terms of the fact that they are consciously bought by the audience, perceived "without intermediaries", depending on the will of the person - in any order, at any

time. If we look at our recent past, we can see that the activities of the parties in this area have been sharply criticized: “It should be noted that the speeches in the publications are not fully consistent with the goals and objectives of the parties. Among them, there were speeches and articles that did not clearly reflect the party's attitude. From time to time, under the heading "From the life of the party" there are only reports from the press service. In general, it is difficult to understand from the available publications what ideas a particular party is finding its way into the public consciousness and heart. After all, each party must have its own word, express its attitude to life. Consequently, the activities of any party are also evaluated according to these criteria. The increase in the number of supporters of political parties is largely due to this” [14].

The fact that there is no limit for party speeches on social networks allows them to express their program goals in detail, to substantiate their views. Although the nature of the ads is not noticeable in the videos, it should be noted that these videos have had a strong impact on the political inclinations of social network users, serving to increase the number of supporters. In all the videos broadcast by the parties during the election, it is possible to see the party's path so far, a report on its work, the parties' legislative activities, the party's goals, the ideas put forward on the election platform. The speeches on social media are fully in line with the goals and objectives of the parties. In general, it should be noted that the social videos posted on the network served to convey the main themes of the parties' advertising campaign to the public.

In some videos, the interview method was used to express the views of party leaders. While this approach sets out the views of leaders on specific issues, it does not address issues related to their personalities, nor does it ask questions that reveal their inner world. However, it is natural that students are interested not only in the views of leaders on political issues, but also in their personalities. It is noteworthy that the leaders did not express critical views on the rival parties. Initially, the information provided on the network was dominated by introductory information, while the latter developed and supplemented the previous ones. While the initial speeches were free of criticism from rival parties, it can be seen that as election day approached, the critical spirit in the videos and groups in the networks also intensified. In the articles of the Liberal Democratic Party of Uzbekistan and the Democratic Party of Uzbekistan "Adolat", the criticism was offensive, while in the speeches of the Democratic Party of Uzbekistan "Milliy Tiklanish", the People's Democratic Party of Uzbekistan, the Ecological Party of Uzbekistan, the criticism was more defensive. A representative of Milliy Tiklanish called UzLiDeP a "customer" and its leader a "trickster"

[15], while the Farmers' Council, headed by UzLiDep, accused the leader of Milliy Tiklanish of populism [16]. The speeches of the authors, who reacted to such criticism, served as a "name advertisement" and aimed to change the negative image of the party.

Admittedly, the media is not the only source of advertising for political actors. Printing products are also traditionally used in socio-political advertising. Such products are also effective because they are delivered to voters quickly and are cheaper than the cost of airtime or newspaper space. In general, in the elections held on December 22, 2019, it should be noted that the candidates effectively used many types of printed socio-political advertising - posters, booklets, calendars, leaflets.

The poster is the most popular type of social advertising product. Due to its large size, superiority of imagery, colorful decoration of the appeal, the poster is designed to have a more emotional effect. Samples of campaign posters approved by the Central Election Commission of the Republic of Uzbekistan include a large photo of the candidate, his / her biography, program goals, slogan and invitation to vote. It should be noted that such posters, designed to create a level playing field for candidates, served to attract the attention of voters, to remember and recognize the image of candidates.

It should be noted that in addition to the standard posters, many candidates have issued separate posters. The effective use of state and party symbols in the decoration of these posters, the brief description of the candidates' biographies and election platforms, the placement of less informal photos, and the impressive invitations can be positively assessed.

The pre-election booklets also featured photos of the candidate in public, among the elderly, and with celebrities, as a sign of his populist policies. In order to get feedback, the publication of candidate or party telephone numbers in some printed advertising products, the provision of useful information for the population in a particular part of the printing product - a calendar, district map, the required phone number and addresses can also be positively assessed. In the last week of the election campaign, a number of candidates distributed the name of the candidate, a large photo, and calendars with a call to vote in crowded places.

Conclusions and Suggestions

The experience of political forces in Uzbekistan in the implementation of socio-political advertising can be considered as a specific result of democratic development in our country. Given the growing role of socio-political advertising in the election campaign, the study of the experience of political parties in this area in the elections to the Legislative

Chamber of the Oliy Majlis of the Republic of Uzbekistan, regional, city and district councils on 22 December 2019 allows us to draw the following conclusions.

First of all, it should be acknowledged that socio-political advertising has served to realize the right of citizens of Uzbekistan to receive comprehensive information about all political forces participating in the elections. In this regard, the tasks assigned to socio-political advertising were fulfilled - the needs of members of society for information about the forces fighting in the elections were met, advertising served to establish communication between political actors and the public, acted as a transmitter of relevant ideas and symbols. The main topics of the election campaign, the essence of the election platforms of political forces were conveyed to the population through socio-political advertising.

Second, political actors have been able to take full advantage of the conditions created in our country in the implementation of socio-political advertising. In addition, it should be noted with deep satisfaction that in the implementation of socio-political advertising, there have been no cases of political forces exceeding the established limits. In general, socio-political advertising served to introduce the subjects of politics to the population within the framework of legal, financial and ethical norms, on the basis of the principles of openness, transparency, equality.

Third, it can be concluded that the common interests of voters and political forces have been achieved due to the fact that political actors in advertising are mainly based on the "subject-subject" model, with a primary focus on the interests and needs of the audience. Importantly, identification in socio-political advertisements - the spirit of presenting a party or candidate to people as their own - prevailed. He also went the way of criticizing rivals in helping to distinguish him from other political forces. In general, it should be noted that the critical spirit in the implementation of socio-political advertising has increased; there is no shortage of criticism from competitors.

Fourth, it is understood by the audience due to the deep understanding of socio-economic problems of political forces, solutions to current problems, unique political proposals, the contribution of policy actors in taking the necessary measures, the proposed ideology into a simple and clear set of ideas. The achievements in the implementation of socio-political advertising can be assessed as the simplification of advertising, the reliance on priority behavioral materials in the preparation of advertising, and on this basis the expansion of opportunities to direct people's choices in an acceptable way.

Fifth, it can be said that socio-political advertising has served to further expand the sphere of influence of political forces in our country. It should be noted that a differential

approach was taken in the implementation of socio-political advertising - advertising in the media was aimed at introducing the parties, their programs, ideas to the public, in direct meetings with voters were mainly advertised candidates, emphasizing their qualities, potential demonstrations. was made. It should be noted that in the early days of the election campaign, informational information was predominant in socio-political advertising, while later, incentive, motivating information was preferred.

Sixth, socio-political advertising has contributed to the political socialization of citizens - increased their political knowledge, further enhanced their political culture, thereby expanding the opportunities for voters to make informed political choices. While the advertising of the Central Election Commission of Uzbekistan served to create the need for people to participate in the elections, the advertising of parties and candidates in some way turned this need into a guide to voting. Thus, the socio-political advertising used by political actors in the election campaign serves as an important tool in the formation of electoral tendencies, the struggle to get the votes of voters.

Finally, while emphasizing the use of both rational and emotional methods of influence in the use of all forms of socio-political advertising, it must be acknowledged that in some cases there are shortcomings in the expression of critical views, such as bias, low culture of political struggle. At the same time, it must be acknowledged that the evidence in criticizing other political forces has a greater share of emotional information than well-founded opinions. In addition, it is necessary to conduct a more lively dialogue, the participation of the public in the studio, in addition to party members and leaders in the discussions, the use of "talk show", to recognize the effectiveness of interactivity through telecommunications. In general, the shortcomings in this area can be attributed to the lack of professionalism in the preparation of socio-political advertising, the lack of qualified professionals.

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