



## The Experience of Implementing Social and Political Advertising in the Development of the Political System in Uzbekistan: Achievements and Problems

Gulbakhor Taxirovna Isanova

Doctor of Philosophy (PhD) in Political Science, Associate Professor, National University of Uzbekistan

E-mail: [isanova\\_guli@list.ru](mailto:isanova_guli@list.ru)

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### **Abstract**

This article analyzes the significance of image in politics, image formation in electoral processes. The article also gives general conclusions on the importance of socio-political advertising in the formation of image in the electoral processes.

**Keywords:** *Political System; Political System Development; Political Reforms; Uzbekistan; Mass Media; Election; Electoral Process; Public Relations; Pre-Election Struggle; Political Parties; Socio-Political Advertising*

### **Introduction**

Although socio-political advertising has a long history in the world experience, in Uzbekistan this process took place in connection with the formation of a democratic political system after the end of the totalitarian system. Initially, in the implementation of socio-political advertising by political subjects, defects such as the lack of norms regulating this process, the inexperience of advertisers, and the lack of training of advertising preparers were highlighted. However, the rapid pace of reforms in the political sphere has spurred the rapid development of the socio-political advertising sphere. Although even today this field is not free of certain shortcomings, problems and complications, it is necessary to recognize that a certain experience of social and political advertising has been formed in Uzbekistan.

Political scientist, professor I. Ergashev said, “The position of parties in the political life of the country is determined not by their number, but by the way they are supported by their well-wishers, by the work they do at the level of state power. At the same time, which members of the Oliy Majlis and local councils were given more confidence by the voters, this also indicates the position of that party. Which political forces the voters will vote for will depend on the socio-political advertising campaign

carried out by the party among many factors. Therefore, the experience of social and political advertising of political groups in Uzbekistan is one of the problems that need scientific analysis.

First of all, let us emphasize that the elections held on December 22, 2019 to the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan, to the regional, city and district councils of people's deputies are completely different from the elections held in the previous periods of our history. Last year's elections were promoted under the slogan "New Uzbekistan–new elections". Actions were held for everyone's active participation in the election.

Taking into account that the experience implies many years of practice, it is appropriate to start the analysis with the television advertisement of the parties that participated in the elections to the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan, regional, city and district councils held on December 22, 2019 in our country. First of all, it is appropriate to dwell on the commercials that were aired last week. If the commercial of the social–democratic party "Adolat" of Uzbekistan is analyzed in terms of its form, the party's symbol has been used effectively. The reel starts with an image of a rose on a blue background in the center of the symbol, and at the end of each sentence, the image is divided into logical sections by this symbol. The commercial is framed by the waving flag of Uzbekistan, and the party symbol is placed on the lower left side of the image. The images in the frame are adapted to the text, the music matches the content of the advertisement.

## ***The Main Part***

If we analyze from the point of view of the content, the videos show the life of the party, its meetings, and the activity of its members, while the videos emphasize internationalism and represent the youth. In addition, through the videos, you can see the support of the party activists to the representatives of the poor, the images of the party activists surrounded by the population, and also the products of the manufacturing industry, science, education, and national handicrafts. In contrast to other parties' commercials, special emphasis is placed on the party's goals related to the improvement of healthcare, judicial and legal systems, and further increasing the role of women in society. The commercial ends with the slogan "Justice is the main criterion of life".

It is worth noting that the television commercial of the social–democratic party "Adolat" of Uzbekistan meets the requirements for products of this genre of social advertising. After all, it describes the main goal of the party, the directions of its activities, the goals and tasks it has set for itself, who it relies on, and which idea it supports. In addition, the commercial has a conceptual character—it provides information about the party's platform and appeals to the voters. Mechanisms that can influence public opinion are used. It can be said that the communicative task was successfully solved in this commercial: the proposed ideology is presented as a simple and understandable set of ideas. At the moment, in our opinion, the information about when the party was founded and its active participation in the political processes of our country is redundant among the information that should be expressed in only 75 seconds. Because this information does not play a strong role in having a strong influence on the audience, making them happy, and increasing the number of party supporters. In addition, while the party touts its reliance on agricultural workers, the television commercials do not include any images related to the sector.

The television advertisement of the democratic party of Uzbekistan "Milliy tiklanish" begins with the image of the party symbol—the name of the party is placed between the wings of the Humo bird against the background of the waving flag of Uzbekistan, and ends with the image of this symbol. Unlike other parties, the commercial was prepared in a unique way. In particular, the screen is divided into nine cells, and the party symbol is placed in the center cell. In the remaining cells, images suitable for advertising text are placed, divided into logical sections. When the corresponding part of the text is read, the image of the corresponding logical part expands from a small cell to occupy the entire screen. The

commercial is rich in images of our historical monuments, it also includes scenes from the lives of young people, and shows the conditions created especially for young people in terms of education. In addition, the TV commercial shows images related to production, showing new techniques and technologies entering our lives. The video uses national music, which is slower than the music used by other parties.

In general, the TV commercial of the Democratic Party of Uzbekistan “National Revival” was prepared in accordance with the goals and objectives of the party, in which the images expressing our rich values, which awaken people’s feelings of patriotism and national pride, are combined with images related to intellectual development. The film has educational effects on young people. Analyzing the text of the advertisement, it has a more ideological and ideological nature, the purpose of the party is expressed, it is emphasized that it considers our national identity as the basis and support, and it is shown whose interests it will protect and what ideas it will fight for. In this respect, the role of the party can be included among social roles. Because in it, the priority is to appeal to the feelings of citizens, and it is based on national pride.

One of the winning aspects of the commercial is that everyone is addressed as the most advanced forces of society and the party relies on us. After all, such an approach motivates the voter to identify himself with this party, to perceive it as his own, and as a result, to vote for this party in the elections. Advertisement “Vote to further strengthen our independence, ensure the fulfillment of our dreams in life!” ended with the call. At the moment, there are few pictures of the life of the party in the film. In the video, in addition to the above, it would have been enriched and served the idea of national revival.

The party that was promoted in the third place alphabetically through mass media—Movement of Entrepreneurs and Businessmen—Liberal—Democratic Party of Uzbekistan. This party commercial begins with a picture of the party symbol. First of all, it should be noted that the preparation of the party symbol—the initials of the party’s name on the background of the rotating globe, and later the full name of the party encircling the globe—requires a lot of work. The whole ad makes good use of the party symbol—from the beginning to the end of the ad, the symbol occupies the bottom right of the screen. The film is enriched with pictures describing production processes, which show advanced technologies used in production, samples of products produced in Uzbekistan. The image of those engaged in entrepreneurial work and showing many young people among them also served to express the party’s ideology.

In the text of the commercial, the importance of opening a wide path to entrepreneurship and business, the main goal of the party, what actions it supports, and who it sees in its ranks are expressed. Video “Entrepreneurs’ and businessmen’s movement—Liberal—Democratic Party of Uzbekistan—Your party. Vote for our candidates!” ended with the call. In this call, voters are also instructed to identify themselves with the party. Music suitable for the text was chosen for the commercial. In general, when developing the strategy of the party’s advertising campaign, the socio-economic model of electoral behavior was relied on, and such a choice was justified.

It is noteworthy that the commercial does not show footage of party life, party activists are not shown. In our opinion, it is inappropriate to state the purpose of the party to theoretically justify the perspective of entrepreneurs and businessmen. In such an approach, academicism and theoreticism are noticeable. In addition, the videos mainly depict the processes related to production, and the images representing the results of entrepreneurial activity, for example, the increase in the well-being of the population, the increase in the standard of living, changes in the table of the population, that is, the positive changes that are directly manifested in the life of the people, are not depicted.

Another political force that took part in the elections, the People’s Democratic Party of Uzbekistan, started its TV commercial with the image of the party’s symbol. The symbol of the party is expressed in motion, the full name of the party is depicted at the bottom of the circle surrounded by 12 stars, and the initials of the name of the party and the name are depicted 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 show the excitement of our life, many buildings and structures, and traffic. In accordance with the text, there are many pictures depicting representatives of the people, examples of national handicrafts are presented. A row of plates is separated by a waving flag of Uzbekistan. In the video, information about the existence of the “Istiqbol” youth group of the party can be considered as an achievement of the advertisement.

As for the text of the advertisement, it acquired a more ideological nature and expressed the idea that the party is a political force that strives to help the people, and that the main goal is to represent the interests of the low-income population in our republic, who need social support. In this respect, advertising can be seen to rely on a problematic model of electoral behavior. At the same time, there is also an aspect of the commercial that has caused a lot of controversy in the election campaign. Opinions about the positive solution of appeals to public receptions, which took place from it, were evaluated as populism by many parties. If we make a scientific analysis, it can be concluded that the party is based on the “subject–subject” model in the implementation of advertising, that is, it adapts the advertising to the needs and interests of the audience.

Advertisement “People’s Democratic Party of Uzbekistan is our party!” was terminated without a call. In our opinion, the presentation of party reports in the form of booklets and the depiction of many meetings show that a somewhat old-fashioned, bureaucratic approach to the preparation of advertisements 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 that participated in the elections, the Ecological Party of Uzbekistan, also started with the image of the party’s symbol. The party is stationary in the upper left corner of the screen, the full name of the party is depicted inside the circle 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. Pollution from traffic, pollution from other chemicals in the world is represented. In accordance with the text, there are many pictures of children playing in the mountains. A row of plates is separated by a waving flag of Uzbekistan.

Regarding the text of the advertisement, it acquired a more educational nature and expressed the idea that the party is a political force that strives to help the people, and that the main goal is to express the interests of the population who are not indifferent to the protection of ecology in our republic. In this respect, advertising can be seen to rely on a problematic model of electoral behavior. At the same time, there is also an aspect of the commercial that has caused a lot of controversy in the election campaign. Opinions about the positive solution of appeals to public receptions, which took place from it, were evaluated as populism by many parties. If we make a scientific analysis, it can be concluded that the party is based on the “subject–subject” model in the implementation of advertising, that is, it adapts the advertising to the needs and interests of the audience.

The commercial ends with the slogan “Protecting the environment is in your hands”. In our opinion, the presentation of party reports in the form of booklets and the depiction of many meetings show that a somewhat old-fashioned, bureaucratic approach to the preparation of advertisements prevailed. It can also be observed that there is a small pause in the reading of the text at the end of the ad.

## **Conclusion**

In conclusion, the following general aspects of the television advertisements of all political parties participating in the 2019 election can be distinguished: party symbols were effectively used in TV

commercials, the goals of the party and the layers on which it relies in its activities were clearly expressed, attempts were made to distinguish the party from other parties through text and advertising appeals, special attention was paid to the development of voters' sense of involvement in parties, the actions and ideas of other parties had not been criticized. The general meeting of the representatives of the parties with the people ended with slogans and proposals of the parties.

At this point, it is appropriate to dwell on 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 content of the advertisement was transmitted in a “staged” manner. The spot of the Liberal–Democratic Party of Uzbekistan shows the communication of young people via computer on the question of which party to vote for in the elections. It is possible to positively evaluate the use of such popular, popular and effective methods by the parties in the implementation of advertising.

It should be noted that some political parties skillfully used informational pretexts in the analysis of social advertising carried out through television. In particular, it should be recognized that the information about the seminars held by the Liberal–Democratic Party of Uzbekistan in the Tashkent region in the last week of the pre–election campaign served as a kind of covert advertisement. This has a unique effect on the management of public opinion and proves that the experience of parties and mass media has increased in the implementation of advertising on television in Uzbekistan, and there have been significant changes in quality in this area.

However, television advertising is not limited to commercials, spots or infomercials. From this point of view, before the 2019 elections, 5–minute speeches of party leaders, 30–minute shows prepared with the participation of party activists, and inter–party debates are important.

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