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THE SIGNIFICANCE AND PROSPECTS OF JAPANESE ADVERTISING IN THE FUTURE

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Annotation: This article presents the advantages and qualitative indicators of Japanese advertising. In addition, there is an opinion about the problems of attracting customers or the convenience of conducting propaganda work.

Keywords: advertising, process, creation, culture, conservatism, Japanese advertising.

Advertising in Japan. Nowadays, the role of advertising in the daily life of society is increasingly increasing—it is indispensable for many areas of production and business, for tourism, trade and service. The creation of advertising is a long multi-stage process, during which the psychology of the perception of the target audience, the peculiarities of culture, aesthetic taste and the norms of ethics of the people targeted by advertising cannot be ignored. On the one hand, advertising is national, and on the other hand, it has many international features, because there is a continuous interaction of different cultures in it: imitation of techniques and images that are gaining popularity, attracting successful samples and their dissemination.

In Japanese culture, conservatism and adherence to the established form are of great importance, however, as in many other spheres of life of Japanese society, in the language of Japanese advertising, traditionalism goes side by side with the latest trends and trends. In particular, this is noticeable by the abundance of borrowed vocabulary, which can be divided into two groups:

- 1. Terms that are relevant to the field of advertising:--ルルルル:ru,'sale';---ンba:gen, 'seasonal sale';フアア---:,'fair', etc.
- 2. Fashionable, attractive words:センターсэнта: from the English. center, 'center';ロイヤルроияруот English. royal 'king';プラザпурадза from the English. plaza'area';チャンスтянсуот English. chance, 'chance';プランпуран from the English. plan, 'plan';キャンペーンкямпэ:n from the English campaign, 'campaign, campaign, operation', from the English fresh, 'fresh';ーーdebyu: from the English debut, 'debut, first performance';ステージsute:ji from the English stage' 'stage, arena', etc. Having lost the novelty and freshness of sound, having gained a foothold in the language system, fashionable words can enter the main vocabulary of the language as terms.

The language of Japanese advertising consists of heterogeneous elements: it contains both native, purely Japanese vocabulary and borrowed words and expressions. At the same time, however, the Japanese advertising text is compiled on the basis of a strategy that is also inherent in foreign texts — its purpose is to attract attention, interest the consumer and persuade him in favor of purchasing goods, and similar requirements are also imposed on the language: it must be bright, accurate, concise, expressive. This is the universality of advertising. Attractiveness is achieved with the help of bright, memorable words and expressions, as well as due to the sophistication, elegance or conversational expressiveness of the entire text.

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As in foreign advertising texts, Japanese advertising widely uses vocabulary with the meaning of "improvement", active actions and evaluative vocabulary with a positive meaning: 安安安安Yasusa bakuhatsu! Tattei gekiyasu tokka, 'Explosion of cheapness! Extremely low specials. Cheapness! prices';安安安 Ke:retsu te:yasune' 'Incredibly Extremely low special ultra-low prices';11111\----->
VKe:retsu te:tokka dainamaito ba:Geng'Explosive sale at exceptionally prices'; UNUNTeTeTeUNUNUN: okaidoku, 'An ultra-low exceptionally profitable purchase';ッツッーンンbiggu ba:geng' 'Big Sale'; スシシシルーーーンンba:gen, 'Special sale', etc.

Currently, as in recent years, there is a rapid borrowing of foreign words in advertising — mainly from Western European languages, but with all the huge influence that foreign culture exerts on Japanese advertising, it remains peculiar, preserving national specifics. For example, one of the distinctive phenomena of Japanese advertising is the so-called Thanksgiving campaigns. In the language of advertising, they are reflected in the use of words such аѕкан (kangxia, 'gratitude') and 謝恩 (xiao, 'gratitude, expression of gratitude'), which are placed in the title of advertising texts, for example, printed on posters and displayed in shop windows. In recent years, the borrowed サンーー (sanskyu:, from the English 'thankyou') has also been used in the meaning of "thanksgiving".

Another feature of Japanese advertising is an attentive attitude to the change of seasons. As noted in [Dybovsky 1996], the names of seasons are mentioned more often in Japanese advertising texts than in Russian. For example, 秋のハウジングフェアーAkm-but haojing pea:, 'autumn fair'; 春の行楽セールXapy-but to:raku se: ru, 'spring entertainment sale'.

Among other features of the Japanese advertising text, it is impossible not to mention various types of language games, in particular, writing numbers using syllabic alphabets. This technique is used for more quick memorization of phone numbers. For example, an insurance company that deals with the issues of obtaining a loan puts in its advertisement the phone number 0120-465160, in which 0120 is the index of the communication line, and the last six digits are encoded as "erokobi ro:n" - the credit of joy.

Japanese television advertising. Advertising is an appeal to the consumer with the help of mass media, aimed at creating a positive image of the object of advertising, stimulating demand for it. Currently, television is one of the most popular mass media, and television advertising has the strongest penetrating power and effectiveness.

Researchers of Japanese advertising note the proximity of Japanese television to its audience. In the 1950s, due to the high cost of televisions, people watched programs in public places, but already in the 60s, more than 50% of families had their own televisions, and in the 70s, almost every one. Television has moved from the public to the private sphere, and TV presenters have become almost family members. Speaking about modern Japanese television, researchers define it as "artificially created uti" and call its integral characteristic "intentionally designed intimacy" [Galbraith, Karlin 2012: 9].

Proximity to the audience is maintained by addressing the topics of unanimity; also, one of the ways to unite the audience is to stimulate interest in a musician-performer, holding contests, voting and TV shows with his participation. In addition, television is the dominant way of entertainment and the second most reliable source of information after newspapers from the point of view of the middle-aged and older man in the street [Prieler, Kohlbacher, Hagiwara, Arima 2009: 5].

Japanese TV commercials are represented by short commercials with a minimum length of 15 seconds, and their most typical duration is 15 or 30 seconds. On the one hand, they contain certain

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information (the manufacturer informs viewers about his product), and on the other - a video, in some cases meaningfully unrelated to the advertising object itself.

In percentage terms, most of the advertising on Japanese TV channels is advertising of food and beverages (18%) behind it is advertising of cosmetics and care products (9%), medicines (6%) electronics (5%) alcohol (5%), banks and financial services (5%), home and garden products (4%) etc.

Characters from Japanese commercials. The actors who star in Japanese commercials belong to different age categories. Despite the fact that the majority of viewers are older people (a considerable part of them are pensioners), the most private advertising characters are persons from 15 to 34 years old; they are followed by representatives of the following age groups: 35-49 years, 0-14 years, 50-56 years, and the smallest - 65 years and older [Prieler, Kohlbacher, Hagiwara, Arima 2009: 8].

Despite the fact that elders are traditionally deeply respected in Japan, it is not so surprising that they rarely appear as heroes of commercials: advertising is designed to demonstrate an ideal, and it is usually associated with the flowering of beauty and physical strength; also, some researchers note a negative attitude towards elderly people in Japan and rejection of conventions associated with the behavior of older people in society, which can also contribute to the current situation [Formanek 2008].

Children most often advertise food and household items, adults - from young people to middle-aged people - appear in advertisements of a wide variety of subjects and find themselves her most versatile heroes. The goods that older people represent are primarily food and beverages [Prieler, Kohlbacher, Hagiwara, Arima 2009: 10-11].

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