

# Interdisciplinary Conference of Young Scholars in Social Sciences

## 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';フェア—:,'fair', etc.
2. Fashionable, attractive words:センターсэнта: from the English. center,'center';ロイヤルroyaryuot 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';—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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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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