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PARTICIPANTS, CONDITIONS AND STRUCTURAL STRUCTURE OF COMMUNICATION IN SOCIAL DISCOURSE

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Abstract: *The article discusses the participants of social advertising communication, as well as their conditions and structure, and also discusses several factors that affect the effectiveness of communication within the discourse of social advertising in the process of viewing social advertising as a communication phenomenon. These factors include increasing the effectiveness of establishing communication with the recipient, the use of characters close to the recipient in each advertising message, the use of short but meaningful words and phrases that serve to fully reveal the main idea put forward in social advertising, the use of verbal and non-verbal means to quickly and effectively reach the recipient of advertising information, as well as theoretical ideas on the use of metaphors and similar means in advertisements to ensure that they are revealed through various effective and*

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expressive artistic means , as well as the opinions and opinions of scientists who have conducted research on social advertising.

Abstract: *V state rassmatrivayutsya part of the dialogue in the sphere of social advertising, and also the conditions and structure of this dialogue, and several factors influencing its effectiveness in the framework of the discourse of social advertising, including the process of perception of social advertising as a communicative event. the effectiveness of establishing a relationship with the recipient, the use of personages in advertising communication, and the use of short, non-content words and phrases that help to fully reveal the basic idea of social advertising effektivnogo doneseniya reklamnoi informatsii do receiving, and also the use of metaphors and similar means of advertising for the assurance and disclosure of various effective and expressive means of worship , and also the presentation of opinions and observation of students, conducting research in the field of social advertising.*

Annotation: *The article discusses the participants in social advertising dialogue, as well as their conditions and structure, and discusses several factors that affect the effectiveness of dialogue within the social advertising discourse, including the process of viewing social advertising as a communicative event. These factors include increasing the effectiveness of establishing communication with the recipient, using characters that are close to the recipient's heart in each advertising message, using short but meaningful words and phrases that serve to fully reveal the main idea put forward in social advertising, using verbal and non-verbal means to reach the recipient of advertising information quickly and effectively, It also presents theoretical ideas on the use of metaphors and similar tools in advertisements to ensure that they are revealed through various effective and expressive artistic means, as well as the opinions and observations of scholars who have conducted research on social advertising.*

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Currently, advertising is considered a means of quickly and effectively influencing the recipient, and the range of forms and methods is constantly expanding, which in turn leads to an expansion of its sphere of influence. Today, advertisements not only reflect the national character of each country, but also contribute to the expansion of its sphere of expression. With the advent of advertising in the media, its place in advertising activities and its nature have become the main topic of numerous discussions.

It should be noted that with the growth of market competition, which reached its peak at the end of the 20th century, the influential basis of advertising is becoming more and more noticeable. According to scientists, it was in the 20th century that “advertising, influencing our minds and consciousness through complex methods, acquires an extremely pragmatic and manipulative nature.” [1]

The prominent researcher of advertising, Ye.S. Kara-Murza, says that the expressiveness of advertising as *a means of active influence through words* has its own semantics and target orientation - an assessment from a utilitarian point of view, which is manifested in such contrasts as "profitable-unprofitable", "useful-unprofitable", "reputable- disreputable". [2]

It is worth noting that at present, the subjects participating in the advertising communication process include, firstly, advertising customers, secondly, creators of advertising information, and thirdly, the advertising source. Secondary advertising subjects (direct producers) include. The preparation of commercials and billboards is usually carried out by fairly large and experienced advertising agencies, since the preparation of socially significant advertising products requires great skill. Therefore, the preparation of such advertising orders is a process associated with material interest for agencies. The agency's social position and obligation are not allowed to gain any material wealth in the process of demonstrating it. It is worth noting with



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pleasure that advertising products prepared by skilled and experienced advertisers are shown at prestigious international festivals held all over the world. The list of such prestigious international festivals includes the “Cannes Lions International Advertising Festival”.

It is worth noting that the phenomenon of social advertising differs from advertising created for political and commercial purposes, since in this case, advertising customers, who are the primary subjects of advertising, play a significant role. The most common customers of social advertising are large non-profit organizations such as charitable foundations, religious organizations, public organizations, and youth unions. Regardless of the specific nature of the activities of such institutions, the content and purpose of social advertising may be: environmental protection, promotion of a healthy lifestyle, prevention of drug, alcohol and tobacco use among young people, protection from AIDS, hepatitis and other serious diseases, raising funds for charitable foundations, attracting various means for the construction of mosques and temples, extending a helping hand to representatives of the most vulnerable groups in society, increasing the use of donor activities, etc. Various professional organizations can be distinguished into a separate type, since they are not included in the list of non-profit organizations, although the advertising prepared by them includes all the features of social advertising, or more precisely, non-profit advertising. The main goal of such advertising is to attract people's attention to social problems or to change the public's opinion on some socially significant issue for the better. In this regard, we consider it appropriate to quote the following opinion of the authoritative researcher of advertising OA Feofanov: in his opinion, “advertising inevitably affects our views, our attitude to ourselves and the outside world. It shows us ready-made forms of behavior in one or another situation.” [3]

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Today, social advertisements are highlighting social problems in society. For example, an advertisement called "*Check on your parents!*" is an example of this in social advertisements, which aims to show respect, loyalty, and affection for parents.

The third subject of social advertising is the State Inspectorate for Traffic Safety Control, the Tax Committee, the Ministry of Health, and similar state structures. The state encourages drivers and passengers to be responsible and attentive, to love their homeland, to pay taxes on time, not to use tobacco products, and so on.

The difference between social and commercial advertising can also be determined by the subject of the communication process. When developing advertising information and strategies for commercial companies, products and services, specialists working in this area take into account the specific characteristics of the broad audience to which those products and services are addressed, that is, they must also take into account how well the prepared advertising product will suit this audience or how much it will affect them. This also takes into account whether the audience receiving social advertising is spread throughout the country or, at least, is prepared for a specific segment of the population. Each specific social video or advertising banner is clearly intended for which audience of recipients. For example, advertisements prepared for young people differ from advertisements prepared for road users (i.e., drivers and passengers), advertisements prepared for the elderly or the population with dependent parents, and so on. According to researcher O.P. Berezkina

"Social advertising is a widely used and widespread means of communication between the state and citizens in many countries of the world."

[4] In other words, when preparing a social advertising product, it is necessary

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to take into account certain specific characteristics of the receiving audience, such as age, gender, social status, income, and type of activity.

The prominent researcher of advertising, Ye.S. Kara-Murza, states that the expressiveness of advertising as *a means of active influence through words* has its own semantics and target orientation - an assessment from a utilitarian point of view, which is manifested in such contrasts as “profitable-unprofitable”, “useful-unprofitable”, “reputable-disreputable” [5].

It is known that among advertising professionals and designers, there is an opinion that creating social advertising requires high professional skills, because the effectiveness of advertising helps it reach any recipient quickly.

Depending on the specific topic that is intended to be covered in advertising, the communication condition of social advertising is significantly different from the basic condition of advertising. The basic principle of advertising communication is that the recipient usually perceives an advertising message in a way that he does not want. In this case, the advertising event as a means of communication has a special feature, that is, the recipient does not try to find advertising information, but advertising information finds its audience. In many cases, listeners and recipients do not accept the advertising product of their own free will. That is why advertising specialists need to use their skills to attract the attention of the recipient and ensure that they watch this advertising product to the end.

Thus, in the modern, developed world, advertising can be found anywhere advertisers can place ads.

Theoretically, social advertising may have similarities with commercial advertising in terms of time and place of its display, but in practice its ability to establish communication is much superior to that of commercial advertising. It is known that cases of social advertising being broadcast on the radio are rare, since it is impossible to convey socially significant information or the idea

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being promoted expressively using sound. Also, social advertising is relatively rare in periodical or non-periodical special print publications, since the presentation of social advertising in this way does not ensure its rapid reach to the general public.

Social ads It is also necessary to take into account the goals of the participants in the dialogue process that they pursue from this dialogue. The goals and objectives of social advertising, which is a tool for establishing dialogue with participants in the dialogue within the framework of advertising discourse, are interconnected according to two conditions. The primary subjects of advertising, that is, the initiators of the advertising campaign, are responsible for implementing socially significant strategic goals. In particular, they are responsible for eliminating the problem raised in the advertisement (it also includes a wide range of social problems, from providing assistance to children in need through donor services to completely eliminating the problem of hunger among children in economically backward countries). At this point, we consider it necessary to cite the opinion of OO Savelyeva, who believes that "social advertising, according to the opinion of the population living in a society, expresses concepts such as knowledge, behavior, values, social norms that exist at that time within this society. Social advertising is a factor that positively changes the views of members of society on family relations, lifestyle, spiritual stability, and religious tolerance" [6]

Coming to the main goal of social advertising, it can be said that, depending on the social problem being addressed, a specific situation or situation is selected based on the purpose of each problem.

In conclusion, the analysis of scientific literature on advertising theory practically proves that advertising fulfills not only economic, but also ideological, as well as cultural and educational issues. As for political

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advertising, it should be considered separately from consumer advertising, since it has a special feature in its structure.

It would not be an exaggeration to conclude that in today's increasingly complex environment, the abundance of interconnected advertising tasks confirms that advertising is indeed a multifaceted phenomenon closely related to various aspects of life.

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