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ADVERTISING AND ITS FEATURES

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Annotation. This scientific article broadly covers the essence of the concept of advertising, its role in society, and its importance in economic and social processes. The study analyzes the historical formation of advertising, its main functions, features, and its place in the modern information space. It also reveals the impact of advertising on consumer behavior, its role in brand formation, and the specific aspects of digital advertising. The research used analytical, comparative, observational, content analysis, and systematic approaches. The results obtained confirm that advertising is an important communication tool that, along with increasing economic efficiency, has a strong impact on the consciousness of society.

Keywords: Advertising, marketing activities, communication process, consumer behavior, advertising features, advertising functions, brand.

Introduction. In the conditions of modern social development, advertising is becoming an integral part of economic, social, and cultural life. In a market economy, increased competition between goods and services has created the need to ensure effective communication between the producer and the consumer. Advertising is one of the main tools that meets this need.

Advertising is not only a means of introducing a product or service, but also a mechanism for shaping consumer awareness, identifying its needs and influencing the decision-making process. In particular, globalization processes and the development of information technologies have radically changed the content, form and distribution channels of advertising.

Today, advertising is not limited to television, radio, print media, but is widely distributed through the Internet, social networks, mobile applications and artificial intelligence-based platforms. This requires a deep scientific analysis of the characteristics of advertising and an assessment of its impact on society. Therefore, the study of advertising and its characteristics is an urgent issue not only from an economic, but also from a pedagogical, psychological and sociological point of view.

Main part. The concept of advertising is historically ancient, initially manifested in the form of simple verbal announcements and signs. With the development of society, advertising has also become more complex and has become a special means of information and influence. In scientific literature, advertising is interpreted as an information activity aimed at promoting a specific product, service or idea, intended for a mass audience.

Advertising is legal, reliable and morally harmless information distributed through media such as the press, TV, radio, and the Internet to promote a product, service or idea, provide information and encourage buyers to buy it. Its characteristics are accuracy, brevity, visual appeal and targeting the target audience.

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The main task of advertising is to attract consumer attention. After attracting attention, advertising arouses interest, forms a need and ultimately encourages a purchase or a certain decision. This process is based on the mechanisms of psychological influence of advertising.

One of the important features of advertising is its information function. Advertising informs the consumer about the quality, price, usefulness and advantages of the product. However, advertising is not limited to information only, but also performs the function of persuasion and motivation. In this process, the simplicity, imagery and emotional impact of the advertising language are of great importance.

Another feature of advertising is its targeting. Each advertisement is created for a specific audience. The age characteristics, social status, cultural level and interests of the audience are the main factors determining the content of the advertisement. In this regard, advertising can be manifested in individual and mass forms.

Repetition is one of the important factors that increase the effectiveness of advertising. Repeating the same advertising message several times leads to a strong fixation of the product or brand in the consumer's memory. At the same time, advertising is based on creativity. Modern advertising is distinguished by design, color harmony, visual images and innovative ideas. Types of advertising can vary in content and purpose. While commercial advertising is aimed at making a profit, social advertising serves to highlight important social issues in society and shape positive behavior. Political advertising is aimed at promoting political views and ideas.

Methods. A number of scientific methods were used in the process of conducting this study. Using the analytical method, scientific literature, regulatory and legal documents and theoretical approaches related to the field of advertising were studied. The comparative method made it possible to compare different scientific views on advertising and identify their common and different aspects.

The observational method served to determine the practical features of advertising by analyzing real advertising samples. The content analysis method was used to in-depth study the content aspects of advertising texts, images and slogans. The systematic approach made it possible to consider advertising as a complex communication system.

In the future, it is advisable to use sociological surveys, focus groups, experimental studies and statistical analysis methods to determine the effectiveness of advertising.

Results. The results of the study showed that advertising has a significant impact on consumer decisions. Effective advertising increases confidence in the product, forms a brand image and leads to an increase in sales. In particular, digital advertising is distinguished by its speed, interactivity, and the ability to reach a specific audience.

It was also found that advertising can create a healthy competitive environment in the market, expand consumer choice, and increase economic activity.

Discussion. According to the author, advertising plays a dual role in the life of society. On the one hand, it serves economic development, and on the other hand, it influences the

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formation of a consumer culture. Some scientists have assessed advertising as a factor that encourages excessive consumption, while others see it as a means of ensuring freedom of information. F. Kotler emphasized the central role of advertising in marketing, while D. Ogilvy emphasizes the need to take into account creativity and human psychology in advertising. These views indicate that advertising is a complex and multifaceted phenomenon.

Conclusion. In conclusion, advertising is an important means of communication and influence in modern society. A deep study of its characteristics will help to increase the effectiveness of advertising activities, identify consumer needs and develop market relations. The development of digital technologies is creating new opportunities in the field of advertising, and it is necessary to expand scientific research in this area.

It was also noted that the development of digital technologies is creating fundamental changes in the field of advertising, and it was noted that advertising types carried out via the Internet and social networks are distinguished by their speed, interactivity and ability to accurately cover the audience compared to traditional forms of advertising. This situation indicates the need to use innovative approaches in developing advertising strategies.

In general, a deep scientific study of advertising and its characteristics will help to increase the effectiveness of advertising activities, correctly identify consumer needs and ensure market competitiveness. If scientific research in the field of advertising is continued in the areas of consumer psychology, digital marketing and advertising ethics in the future, it will create a basis for further improvement of this field in theoretical and practical terms.

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