

SEMIOTIC APPROACHES TO THE FORMATION OF A BRAND IMAGE IN SOCIAL NETWORKS

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Abstract: This article will analyze how semiotic strategies differ on social media platforms, as well as how meaning is conveyed through symbols and signs. It will examine the specific semiotic features of platforms such as Instagram, TikTok, LinkedIn, and Twitter (X), showing how they have used different approaches in the context of brands (Starbucks, Adidas). The article will also explore the potential of artificial intelligence (AI) tools in developing and optimizing semiotic strategies.

Keywords: semiotics, social networks, platform semiotics, visual communication, brand strategy, Instagram semiotics, TikTok symbols, artificial intelligence, and advertising symbol system.

IJTIMOY TARMOQLARDA BREND IMIDJINI SHAKLLANTIRISHDA SEMIOTIK YONDASHUVLAR

Annotatsiya: Ushbu maqolada ijtimoiy tarmoq platformalarida semiotik strategiyalarning qanday farqlanishi, belgilar va simvollar vositasida ma'no uzatish usullari tahlil qilinadi. Instagram, TikTok, LinkedIn va Twitter (X) kabi platformalarning o'ziga xos semiotik xususiyatlari o'rganilib, brendlar (Starbucks, Adidas) misolida ularning qanday yondashuvlardan foydalangani ko'rsatib o'tiladi. Shuningdek, maqolada sun'iy intellekt (AI) vositalarining semiotik strategiyalarni ishlab chiqish va optimallashtirishdagi istiqbollari haqida fikr yuritiladi.

Kalit so'zlar: semiosis, ijtimoiy tarmoqlar, platforma semiotikasi, vizual kommunikatsiya, brend strategiyasi, Instagram semiotikasi, TikTok simvollar, sun'iy intellekt, reklama belgilar tizimi.

СЕМИОТИЧЕСКИЕ ПОДХОДЫ К ФОРМИРОВАНИЮ ИМИДЖА БРЕНДА В СОЦИАЛЬНЫХ СЕТЯХ

Аннотация: В этой статье будет проанализировано, как различаются семиотические стратегии на платформах социальных сетей, а также способы передачи значения с помощью символов и символов. Изучаются конкретные семиотические особенности таких платформ, как Instagram, TikTok, LinkedIn и Twitter (X), показывая, какие подходы они использовали на примере брендов (Starbucks, Adidas). В статье также рассматриваются перспективы инструментов искусственного интеллекта (ИИ) в разработке и оптимизации семиотических стратегий.

Ключевые слова: семиозис, социальные сети, семиотика платформы, визуальная коммуникация, стратегия бренда, семиотика Instagram, символы TikTok, искусственный интеллект, система рекламных символов.

Social networks have emerged as a primary platform for brands to interact with a global audience in contemporary marketing. By 2025, the number of social media users has surpassed 4.8 billion, providing brands with significant opportunities to shape their identity and deliver

their messages. The semiotic approach, which involves analyzing signs, symbols, and their meanings, plays a critical role in crafting brand identity. This approach facilitates the effective communication of brand messages through visual and textual elements, while also fostering cultural and emotional connections with the audience. This article explores the foundations of the semiotic approach in social media and its impact on brand image.

Semiotics, the discipline that studies signs and symbols and their meanings, is extensively utilized in marketing to analyze and develop brand messages. Signs are classified into three primary categories: iconic (resembling the object they depict), indexical (indicating a cause-and-effect relationship), and symbolic (dependent on cultural context). For example, a heart-shaped emoji on social media typically conveys love or affection, functioning as a symbolic sign.

Symbols are critical in shaping a brand's distinctive identity in marketing. For instance, Apple's apple logo conveys simplicity, innovation, and premium quality. Words, colors, images, and even hashtags serve as semiotic elements that reinforce a brand's message. The strategic use of these elements on social media platforms fosters positive associations among audiences and enhances brand loyalty.

Semiotic elements in social media manifest in both visual (images, videos, emojis) and textual (slogans, hashtags, post content) forms. Each of these elements is analyzed in alignment with the target audience:

Visual Elements: On platforms like Instagram, colors, logos, and images carry semiotic significance. For example, the color red signifies passion and energy, while blue conveys trust and stability. Brands leverage these colors to reinforce their identity.

Textual Elements: Words and phrases used on platforms such as Twitter (X) or LinkedIn hold semiotic meaning. For instance, the word "discover" evokes new possibilities and adventure, while "together" emphasizes a sense of community.

Emojis and Hashtags: Emojis function as universal semiotic signs on social media. For example, the 📈 emoji denotes trends or excitement. Hashtags, such as #JustDoIt or #ThinkDifferent, encapsulate a brand's core message.

The effective combination of these elements plays a pivotal role in shaping a brand's image on social media platforms.

The semantic meaning of words can vary significantly depending on cultural context. A word with a positive connotation in one culture may be interpreted negatively or inappropriately in another. For example, the word "unique" emphasizes individuality and distinctiveness in Western cultures, but in some Asian cultures, where collectivist values are prioritized, it may be perceived as implying isolation. Additionally, the emotional connotations of words play a crucial role. For instance, the word "cheap" may denote cost-effectiveness in one market, yet imply poor quality in another. In digital marketing, understanding the semantic nuances of words enables brands to deliver their messages accurately and effectively to their target audience.

Inaccurate word choice or failure to account for semantic nuances can lead to significant failures in digital marketing campaigns. The following examples illustrate such missteps:

Pepsi (China): Pepsi's 1960s campaign slogan, "Come Alive with the Pepsi Generation," was mistranslated in China as "Pepsi brings your ancestors back from the dead." This phrase was culturally insensitive, damaging the brand's image.

HSBC (Global): HSBC's slogan "Assume Nothing" was mistranslated in some countries as "Do Nothing," undermining the bank's image of reliability and necessitating a campaign revision.

KFC (China): KFC's slogan "Finger Lickin' Good" was literally translated in China as "Lick Your Fingers," causing discomfort among the local audience and negatively impacting the brand's image

These cases highlight the consequences of neglecting semantic nuances. Accurate translation and cultural analysis are critical to preventing such errors and ensuring effective communication in marketing campaigns.

To mitigate cultural and contextual errors, brands can adopt several strategic approaches:

Linguistic Analysis: Engaging linguistic experts to analyze the semantic meanings of words and phrases. For instance, brands can collaborate with local language specialists to determine the cultural implications of words in specific contexts.

Artificial Intelligence Tools: AI-based semantic analysis tools can predict how words are interpreted across different markets. For example, platforms like Google Translate or DeepL enhance translation accuracy in real time.

Pilot Testing: Conducting trials with smaller audiences to minimize the risk of misinterpretation. For example, focus groups can be used to gauge local audience reactions.

Collaboration with Local Experts: Working with local marketing teams to refine word choices and adapt phrases, thereby reducing errors. For instance, Coca-Cola collaborates with local linguistic experts in its global campaigns to meticulously analyze the cultural meanings of words, ensuring successful market adaptation.

The use of signs across platforms such as Instagram, TikTok, LinkedIn, and Twitter (X) varies significantly, influenced directly by each platform's technological and cultural characteristics:

Instagram: A platform centered on visual storytelling, where images and videos carry the primary semantic load. Colors, filters, and symbols (e.g., the heart or "like" icon) convey emotional meanings.

TikTok: A platform driven by short-form videos, where the combination of musical and visual signs is prominent. Movements, facial expressions, and sound create a robust semiotic framework.

LinkedIn: A professional networking platform where formal language, infographics, logos, and statistical symbols take precedence.

Twitter (X): A text-based platform focused on concise posts, where hashtags, short phrases, emojis, reposts, and mentions play a critical role in meaning-making.

The analysis of visual and textual symbols across these platforms reveals distinct patterns:

Visual Symbols: On Instagram and TikTok, visual signs dominate (e.g., color, framing, positioning, and background). For example, Starbucks' logo is presented on Instagram in a minimalist and colorful manner, enhancing its visual impact.

Textual Symbols: On Twitter, text serves as the primary source of meaning, with concise, polished sentences and hashtags creating social contexts.

Hybrid Symbols: TikTok employs a combination of audio, video, and text, forming a new type of multimodal semiotic system that integrates multiple layers of meaning.

Each social media platform possesses a unique semiotic system, and an effective brand strategy hinges on adapting to these systems. Semiotic adaptation facilitates the delivery of accurately targeted signals to the audience. Currently, AI tools, such as those analyzing visual content, enable the automation and optimization of semiotic strategies, ushering in a new era for



advertising and communication. The semiotic approach serves as a vital tool in shaping brand identity on social media platforms. Through signs, symbols, and their meanings, brands can communicate their messages clearly, impactfully, and in a culturally appropriate manner. The strategic combination of visual and textual elements fosters.

System: fosters positive associations and enhances audience loyalty. In the future, AI-powered semiotic analysis tools, such as image and text analysis software, will enable brands to further refine their semiotic elements with greater precision. These tools help identify cultural nuances and reduce the risk of misinterpretation, thereby enhancing the effectiveness of digital marketing strategies. Consequently, the semiotic approach has become an integral component of strengthening brand identity on social media.

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