

ATTRIBUTABLE CHANGES IN THE CHARACTER OF “MODERN ADVERTISING SYSTEMS” IN THE NEW CENTURY AND INFLUENCED FACTORS

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ABSTRACT

In this article, the authors argue that by the new century, the character of all types of propaganda has fundamentally changed, that propaganda has become a powerful tool used on a global scale for the purpose of various social groups and political forces, and that these changes in the propaganda system are taking place under the influence of a number of social processes, trends, and factors.

Keywords: propaganda, propaganda systems, geopolitical forces, globalization, propaganda methods, propaganda tools.

XXI By the turn of the century, the character of all types of propaganda changed radically. Its social importance has increased, its goals have acquired a new meaning, and the scope of its application has expanded. Propaganda has become a powerful tool used on a global scale to target various social groups and political forces. It didn't happen by itself, of course. Changes in the propaganda system took place under the influence of a number of social processes, trends, and factors. Among them, geopolitical competition, which became extremely intense at the beginning of the 21st century, became decisive. Therefore, in order to determine the changes in propaganda, especially the propaganda system, it is necessary to analyze it in the context of geopolitical competition of the beginning of the 21st century. For this, first of all, it is necessary to study the causes and consequences of the competition between geopolitical forces.

Geopolitical forces mean power centers that try to influence the processes taking place in the world, to turn them towards their interests, and to increase their position in different regions. Such forces existed in all periods of the development of human society. Judging from this point of view, human history is a process of continuous transition of geopolitical eras dominated by different geopolitical powers. In particular, Rome and Carthage entered history as geopolitical powers in the Ancient World, while in the Middle Ages they were replaced by powerful empires that emerged in the East and West. In the new era, Spain, Portugal and the Netherlands, and later England, France and Sweden, were included in this group of powers . By the 20th century, it

became a tradition for geopolitical forces to unite into one bloc. For example, at the beginning of the century, Germany, Austria-Hungary and Italy joined the Triple Alliance and formed a powerful geopolitical bloc, while the Entente formed with the participation of France, England and Russia emerged as an opposing geopolitical bloc. On the eve of the Second World War, Germany and its allies united into one geopolitical bloc, and the USSR, USA, England and their allies into the second geopolitical bloc. For nearly half a century after the Second World War, the era known as the "bipolar world" prevailed. This period passed under the geopolitical rivalry of the USSR and the USA.

At all times, geopolitical forces have tried to "divide the world", to clearly define the regions under their influence, to promote their development models and value systems in different regions. The spheres of influence of geopolitical forces in the world, the fundamental rules of mutual relations were recorded in various documents. For example, the ratio of geopolitical forces, the rules of mutual relations between them were recorded at the Congress of Vienna in 1814-1815, in the Treaty of Versailles in 1919, and in the Treaty of Potsdam in 1945. However, each time these documents were violated by the will of one of the parties, and ultimately the geopolitical balance in the world was disturbed.

In the second half of the twentieth century, the geopolitical situation in the world changed again. The establishment of the European Union, the collapse of the USSR, the change in the nature of social development in China, and a number of similar events led to a new configuration of geopolitical forces. Today, the activity of three main geopolitical blocs has become more active:

- a) USA and Great Britain;
- b) European Union;
- c) Russia- China alliance.

To this In addition, it should be said that in recent years, the leading countries in Latin America, the countries named "Asian Tigers", are also emerging as independent geopolitical forces.

The main goals of these geopolitical forces are: a) to change the processes in the world in accordance with their interests and to create a favorable situation; b) control the socio-economic development of other geopolitical powers.

In regions where the interests of geopolitical blocs collide, the rate of economic development is decreasing, the social situation is deteriorating, and people's living conditions are deteriorating. In the next eight years, such a situation was observed in Tunisia, Libya, Egypt, Jordan, Syria, Iraq, Lebanon, Yemen, Afghanistan, Ukraine, Moldova and other countries. The issue of preserving the real independence of

countries and keeping it from falling under the influence of geopolitical forces is becoming a strategic task of all countries.

Disturbance of the balance between geopolitical forces is always caused by one or another social event with global influence. Such events can include social revolution, change of hierarchy in society, world wars. In our time, the global financial and economic crisis, which first started in the USA in 2008 and then covered the countries of the whole world, is the task of such a process.

In general, in the history of human society, social crises have occurred very many times. According to Oxford University professor F. Key, the first social crisis occurred in the Roman Empire in 88 BC. ¹ Experts mention about ten crises that occurred in the 20th century. For example, the socio-economic crisis that occurred in the developed countries of Europe in 1900-1903 caused a sharp decrease in the level of production. The crisis known as the "Great Depression" in the United States began in 1929 and lasted for ten years, gradually affecting the industries of Canada, Great Britain, Germany, and France. In Russia in 1923, the crisis caused by the disparity between the prices of industrial and agricultural products ended with terrible consequences. Also, the oil crisis of 1973, the Asian stock market crisis of 1997-1998, etc., had a serious impact on the pace of social development. However, among them, the global financial and economic crisis, which began in 2008 and whose complications have not yet been fully resolved in some countries and sectors, gained particular importance due to its scale, social, economic and political consequences.

"Nowadays", said I. Karimov at the beginning of the financial and economic crisis, "the world economy is going through the most unstable period in the process of development for the last decades." For the first time, the world faced a financial and economic crisis that affected almost all countries. ¹ Experts point to various reasons for this crisis. Naturally, the financial and economic crisis was caused by a number of social, economic, political and spiritual-cultural factors. Among them, first of all, it is necessary to show that consumer sentiment has taken root among US citizens.

The reasons for the emergence of consumerism are related to the social processes that took place in the second half of the 19th century in European countries. In these countries, the increase in public dissatisfaction and the decrease in the standard of living of citizens during the indicated period caused not only a change in the ruling circles, but also a change in the social hierarchy. The US government, large companies and concern owners have drawn appropriate conclusions from these processes. They

¹ See Grinin L.E. Ob istorii ekonomicheskikh krizov.- Filosofiya i obshchestvo, 2009, #1.- S.5.

¹ Karimov I.A. To the participants of the international scientific and practical conference on the topic "World financial and economic crisis, ways and measures of its elimination in the conditions of Uzbekistan ". // Ensuring the step -by -step and stable development of our country is our highest goal. J.17.- T.: Uzbekistan, 2010.- B.227.

began to pay special attention to the issues of satisfying the household needs of citizens, providing them with the most necessary consumer products. The creation of such an industry, on the one hand, would serve to ensure stability in the country, and on the other hand, it would increase the amount of income of companies. As a result, by the beginning of the 20th century, the products that were used by only a few people became everyday consumer products. For example, by the 1920s, a men's suit cost \$15.85 in an environment where the average wage was \$1,236 a year. G. Lines at Ford factories began to produce thousands of cars. The first Model T, made in 1909, cost \$900, but by 1916, due to the continuous improvement of production technologies, the price of a single car dropped to \$345. As a result, for the first time, a product that can be purchased for 10-20 percent of the family's annual income began to be mass-produced. By 1923, the "Ford Automobile Weekly Purchase Plan" was announced. According to him, each applicant would pay 5 dollars a week, and after the necessary funds were paid, he would buy a car. Thanks to this plan, 131,000 people became owners of private cars.¹

"Besides, in Western Europe and the USA, doctrines justifying and glorifying people's hedonistic aspirations and consumerism were also developing. Turning activity subordinated to a specific goal into a life strategy, evaluating intelligence as a value that realizes the tactics of success, striving to find methods that allow to eliminate the problem situation and adapt to social conditions, not to determine the foundations of existence, to consider the truth as a relative concept that is subject to a certain interest, a person using rational ethics that serve to improve one's social status, recognizing individual needs and interests as the primary value - these principles of such doctrines as instrumentalism, operationalism, pragmatism, positivism (later neopositivism, post-positivism) justified the consumerist attitude of a person to the world, the foundation for the broad rooting of consumerism created."² Consumerism has become the main criterion defining the lifestyle of the Western world.

The formation of the consumer goods industry and the widespread promotion of consumer psychology have accustomed the Western man to be in a consumerist attitude towards everything, even the inconsistency between the price of the product and personal material and financial capabilities could not stop him from consumerism - in such a situation, countless credit systems were formed to help him. Homes, cars, valuables, equipment, technical means, etc., were bought on credit.

Citizens began to evaluate and satisfy their needs for housing from the point of view of consumerism. In cases where a person has limited financial capabilities,

¹ Khudoyberdiev D. Consumerism psychology : formation history // News of QarDU, 2017, No. 1. - p. 91

² Khudoyberdiev D. Consumerism psychology : formation history // News of QarDU, 2017, No. 1. - p. 91

meeting these needs through mortgage loans has become more and more popular. In response, the US Federal Reserve introduced more than 500 new forms of credit to consumers between 2000 and 2008, lowering the credit score from 800 to 500, even allowing boys and girls as young as 14 to get a loan . Such support of the demand for housing created the basis for continuous increase of prices in the housing market. For example, in Boston, in 2002, 1 square meter of housing cost \$3,000, but by 2005, it cost \$10,000. At the same time, construction companies were also provided with sufficient credit funds by banks. Ultimately, by 2008, the housing market was oversupplied. According to the "Domino" principle, this situation led to the non-return of funds in banks, a decrease in the level of liquidity, the bankruptcy of banks, the beginning of a nationwide financial crisis, and the transition of the crisis from the financial sector to the economic sector. Less than half a year later, the US financial crisis spread to other countries and became global. ¹

The crisis had dire consequences. All major banks, followed by investment banks, have stopped lending. This did not save many large banks from destruction: one after another these financial institutions began to declare themselves bankrupt. Soon the crisis moved from the financial sector to the economy. A sharp decrease in the amount of loans allocated to production and consumer products had a negative impact on the activity of many giants. For example, the suspension of loans for the purchase of cars led to a significant reduction in production volumes at auto giants such as Opel and Ford. The financial crisis also affected the market of traditional energy sources: the price of 1 barrel of oil on the world market dropped from \$147 to \$40.

Most importantly, the financial and economic crisis created the basis for the decline of global economic indicators. For example, world trade decreased by 10% in 2008-2009. ¹ All developed countries experienced a decline in gross national income. It is true that in 2011 the situation seemed to improve somewhat, but the economic recession that started in the fall of this year caused the negative dynamics to remain for a long time.

The crisis has led to a decline in economic performance in both developed and developing countries, followed by an increase in social problems. Even in developed countries such as the USA, Germany, England, Italy, France, Japan , and Canada, due to the crisis, the amount of real income of citizens began to decrease, the implementation of many social programs was temporarily suspended, the dissatisfaction of citizens with the existing situation increased, and the level of

¹ See: Choriev S. I. Interpretation of contemporary geopolitical goals and objectives in Karimov's works.// Lessons of Islam Karimov.- Karshi: QarDU, 2017.- pp. 40-41.

¹ See: Ob'yom mirovoyoy trgovli dostig dokrizisnogo urovnya.// m.rosbalt.ru, 2011, February 24.

unemployment was observed. . And in the developing countries of Europe, Asia, Africa and Latin America, the situation has worsened to an unprecedented level.

In such a situation, in order to get rid of the consequences of the crisis, the mood of trying to use the economic, financial, especially energy resources available in the world for their own interests, to try to change the world situation in accordance with their interests, has increased. The balance of power in the geopolitical space has fundamentally changed the competition between geopolitical blocs. Today, this competition covers all spheres of society. It is interesting that the geopolitical forces are not limited to the realization of their interests, but are trying to justify it with the help of modern propaganda factors and tools. A more detailed analysis will allow us to explore this trend more deeply.

1. Geopolitical competition in the field of economy. The goal of geopolitical competition in this area remains to gain world economic leadership. The main task of these alliances is to create an economic situation and economic relations that suit the interests of one or another geopolitical power.

2. Geopolitical competition in the field of politics. The main goal of geopolitical competition in this area is to restructure the world political map in accordance with their political visions, values and interests. In the period after the financial-vii-economic crisis, this area of geopolitical competition has entered a hot stage. Various geopolitical forces began to try to change the main features, form, and political regime of the countries in the world on the basis of a single standard. However, the point is that each geopolitical power has its own standards in this regard. Acceptance of one of them by the state causes the objection of the other party and the negative relations that arise as a result of this objection.

3. Geopolitical competition in the social sphere . The main goal of geopolitical competition in this area is to create an acceptable way of life in the peoples of different countries. The financial and economic crisis intensified this area of geopolitical competition. It's not for nothing, of course. Because it is possible to create a need for certain products and services by forming a certain lifestyle in one or another nation . This need, in turn, creates a foundation for geopolitical forces to receive economic income and political dividends.

4. Geopolitical competition in the ideological sphere . The main goal of geopolitical competition in this area is to achieve ideological and ideological hegemony. In order to achieve ideological hegemony, geopolitical forces are promoting not only their own ideas and doctrines, traditions and values, but also creating the ground for the spread of destructive ideas that serve to deprive different countries of social development and erode their national spirituality and ideology.

To sum up, the financial and economic crisis that occurred in 2008 intensified the mutual competition between different geopolitical blocs. In the new century, geopolitical forces, whose main goal is to gain world leadership and change global processes in proportion to their interests, began to accept propaganda as a means of achieving their geopolitical goals. For example, in economic competition, propaganda is a means of justifying the positions of geopolitical forces in the world economic scene, in political competition - a factor that assimilates their state symbols, forms, political regime, in social competition - a channel for promoting an acceptable way of life for them, in ideological competition - ideas and doctrines that are of interest to them, transformed into a power that spreads traditions and values.

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