

PROCESSES OF INTEGRATING NATIONAL CULTURE THROUGH DIGITAL ADVERTISING

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Abstract. This article analyzes the processes of promoting and integrating national culture through digital advertising tools. At the same time, information and detailed opinions are provided on the importance of effective development of national culture in the digital space and achieving strategic goals.

Keywords: digital advertising, national culture, integration processes, modern technologies, cultural values, innovation, cooperation, society.

In the current era of rapid development of digital technologies, the cultural life of society is also fundamentally changing. Traditional cultural values, art forms and national identity are no longer limited to the local space, but are emerging into the global information space. It is in this process that digital advertising is becoming an important mechanism that allows us to reach a wide audience with national culture, reinterpret it through modern means of communication and present it in new forms. The processes of integrating national culture through digital advertising are today not only a marketing or communication issue, but also a complex scientific problem at the intersection of cultural studies, sociology and information technologies.

National culture is the sum of the historical memory, spiritual values, aesthetic views and social experience of the people. It finds its expression in language, art, customs, rituals, folklore and lifestyle. Digital advertising is a product of the modern information society and is aimed at attracting the attention of the audience through short, concise, visual and emotional content. The interaction of these two phenomena is leading to the adaptation of national culture to the digital environment, its reshaping and the acquisition of a new communicative image.

The process of integrating national culture through digital advertising begins, first of all, with the adaptation of cultural content to a digital format. Traditional culture is often a complex system with deep meaning, symbolic expression, and historical context. Digital advertising, on the other hand, requires speed and simplicity. In this process, it is important to preserve the main idea and spirit of national culture, while transforming it into a form that is understandable and attractive to a modern audience.

Modern digital advertising is based on the harmony of visual images, color, music and text. Elements of national culture enter the advertising space precisely through these components. National costumes, patterns, architectural details, melodies of folk instruments, folklore motifs are actively used in commercials, banners and social media posts. As a result, national culture is not only preserved, but also revived through a modern visual language. This process makes national identity visible and recognizable in the global information flow.

One of the important aspects of the process of integrating national culture through digital advertising is the transition of communication with the audience to an interactive form. While traditional cultural propaganda is often based on one-way information transmission, digital advertising creates the opportunity for dialogue, exchange of ideas and evaluation with the user. Cultural advertising content posted on social networks causes users to leave comments, share and react. This ensures that national culture is not limited to just being displayed, but also enters into a process of discussion and reinterpretation.

The development of targeting technologies has further clarified the processes of integrating national culture through digital advertising. Now cultural content is directed not to a random

audience, but to an audience that matches their interests, age, region, and cultural needs. This allows for more effective and targeted promotion of national culture. For example, if for a youth audience, national culture is presented in modern music, short videos, and dynamic visual forms, then for an older audience, deeper content and traditional methods of expression may be a priority.

The processes of integrating national culture through digital advertising are of particular importance in the context of globalization. In the global information space, cultures compete with each other, and sometimes merge with each other. In such conditions, preserving the uniqueness of national culture and correctly interpreting it for a global audience becomes an important task. Digital advertising serves as an effective tool in fulfilling this task, as it allows presenting national culture in accordance with modern aesthetic criteria.

At the same time, the processes of integrating national culture through digital advertising also pose certain risks and problems. Commercial interests can sometimes lead to simplification or superficial interpretation of cultural content. There is a possibility that the brevity of the advertising format will prevent the full expression of cultural content. Therefore, maintaining a balance in this process, that is, ensuring harmony between advertising effectiveness and cultural authenticity, is an important scientific and practical issue.

The role of state and non-state organizations in the process of integrating national culture through digital advertising is also of particular importance. This process will be effective only if cultural institutions, art centers, creative associations and advertising agencies work together. When the cultural policy developed at the state level is combined with digital advertising strategies, the place of national culture in the digital space will be strengthened.

In order to preserve the high spiritual values and spiritual heritage of our people, formed over the centuries, and develop them in harmony with world culture, widely promote national culture, and further strengthen its place and position in the international cultural space, the Resolution of the President of the Republic of Uzbekistan No. PQ-4038 “On Approval of the Concept for the Further Development of National Culture in the Republic of Uzbekistan” was adopted on November 28, 2018. This resolution establishes strategic directions for the development of national culture and ensures its promotion in all areas.

In this regard, digital advertising not only promotes national culture, but also reshapes it in the minds of the new generation. For young people growing up in a digital environment, national culture is often familiarized through advertising, social networks and multimedia content. From this perspective, digital advertising is becoming an important factor determining the image of national culture in the minds of future generations. This requires a deep scientific analysis of this process and the development of sound approaches.

A continuous analysis of the processes of integrating national culture through digital advertising shows that this phenomenon is not just a repetition of existing cultural forms, but a process of enriching them with new meaning and context. In the digital environment, culture does not remain static, but is constantly updated, adapting to the needs of the audience and technological capabilities. Therefore, national culture is not only preserved through digital advertising, but also develops in harmony with modern social consciousness. In addition, digital advertising forms a new language of cultural expression. This language is based on the synthesis of traditional symbols and modern visual codes. As a result, elements of national culture become a system of signs that are understandable even to a global audience. In this process, culture does not lose its essence, but, on the contrary, acquires new semantic layers. National patterns, colors and images in the context of advertising perform a communicative function, along with aesthetic value.

Storytelling plays a special role in the processes of integrating national culture through digital advertising. Conveying the historical and spiritual layers of culture through a short but meaningful story is one of the most effective methods of digital advertising. In this case, national values are presented not just as information, but as an emotional experience. When the audience watches the advertising content, it establishes an emotional connection with the national culture, which serves to strengthen cultural memory. The existence of national culture in the digital advertising environment occurs in conditions of cultural competition. New approaches are required for national culture to find its place among global brands and mass culture products. It is at this point that digital advertising acquires strategic importance. It turns national culture into an active participant in modern life, not a passive heritage. In this way, national culture is connected to the modern lifestyle and becomes an integral part of everyday consumption and information flow.

The processes of integrating national culture through digital advertising also lead to a new interpretation of the issue of cultural identity. In the digital space, national identity is not static, but dynamic and multi-layered. Through advertising content, nationality is combined with modernity, which causes culture to move out of a closed circle and into an open and communicative system. As a result, national culture is perceived not only as a concept related to the past, but also as a phenomenon closely related to the present and future. The technological capabilities of digital advertising play an important role in this process. Through artificial intelligence, algorithmic recommendations and data analysis, the cultural interests of the audience are determined, and the content is formed accordingly. Such an approach makes it possible to present national culture not as a general and abstract concept, but as an experience tailored to individual needs. At the same time, this situation increases the level of personal acceptance of culture.

Another important aspect is that while advertising content is often aimed at a quick and short-term impact, cultural content has a long-term social impact. Therefore, when creating advertising, it is necessary to have a deep understanding of the cultural context, take into account historical and spiritual aspects. Otherwise, superficial or incorrect interpretation of culture can lead to social discontent or the violation of cultural values. The processes of integrating national culture through digital advertising also have educational significance. Cultural content distributed through digital advertising acts as a source of informal education for the younger generation. They receive information about national history, art and values through advertising, which affects the formation of cultural consciousness. From this point of view, digital advertising creates a new way of studying and understanding culture.

The presence of national culture in the digital advertising space is also closely related to economic factors. Cultural content acquires economic value through advertising, which strengthens the links between culture and the economy. At the same time, the possibility of commercialization of culture also arises. This situation makes the issue of preserving the essence of culture and not subordinating it to economic interests urgent.

Looking ahead, the process of integrating national culture through digital advertising will become more complex. As technology advances, advertising formats will also change, creating new ways of cultural expression. Virtual and augmented reality, interactive platforms, and immersive experiences will allow for a deeper and more multi-layered presentation of national culture. This will further strengthen the presence of culture in the digital space.

Based on the above information, I would like to make the following recommendations:

- Aligning digital content with national values;
- Using interactive and audience-friendly formats;



- Effective use of targeting and segmentation;
- Balancing cultural authenticity and simplification;
- Leveraging technological capabilities;
- Strengthening cooperation with government and non-government organizations.

In conclusion, the processes of integrating national culture through digital advertising play an important role in the cultural development of modern society. This process allows us to bring national culture into the global information space, connect it with a modern audience, and consolidate it in the minds of the new generation. At the same time, it also carries the responsibility of preserving the essence of culture, its correct interpretation, and its integration with modern technologies. The interaction between digital advertising and national culture is a complex and multifaceted process that requires in-depth scientific analysis, and it will not lose its relevance in the future.

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