

## INFORMATION - USE OF MARKETING TYPES IN THE PRACTICE OF LIBRARY ACTIVITY

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**Abstract:** In this article, information is used in the practice of library activities, the main requirements for library advertising, advertising attracts attention of consumers to library services and its intellectual products, detailed information on media advertising, outdoor advertising, library advertising, advertising information materials, and interpersonal advertising .

**Key words:** Vitirina, intellectual, information-library, legal, Vestibule, resources, potential.

### INTRODUCTION

The main goal of marketing activities is not to introduce various free and paid services, but to satisfy the needs of consumers. In the implementation of these goals, advertising serves to increase the reputation of intellectual products and services of the library. An important form of promotion of library services and intellectual products is library advertising. Advertisement (Lat. advertisement - to shout) - information about the quality of goods, benefits from their purchase. The main task of advertising is to interest the customer, the customer is focused on not losing customers and expanding them. Advertising is very important in library and information activities. It provides accurate and potential information about the library, its services and products to potential users, thereby encouraging their use. The function of library advertising includes the formation of requirements for resources, library services and products, and popularization of new information-library services.

### REFERENCES AND METHODOLOGY

The uniqueness of library advertising lies in the fact that, first of all, it is manifested in providing information about the library fund, its ability to meet the needs of different groups of consumers. Libraries of our republic must comply with the Law of the Republic of Uzbekistan "On Advertising" (December 25, 1998) in <sup>1</sup>their advertising practice. The law aims to create information about products and services, improve entrepreneurship and consumer culture, adapt advertising to state and public interests, generally recognized standards of morality and spirituality, increase the ability of legal and physical entities to work, and protect the environment. has made it a task to ensure measures, to prevent the distribution of false and unclear products and services that mislead consumers about the method and place of product preparation, consumer characteristics, quality, and advertising.

Basic requirements for library advertising:

- broad coverage of specific and potential consumers;
- adapt advertising to their needs and demands;

<sup>1</sup> Maxmudov M.X. Kutubxona - axborot faoliyati menejmenti: O'quv qo'llanma.-T.,2007.-150 b.

- speed and persuasiveness; - constant updating;
- brevity and brevity, enthusiasm;
- easy recall of advertising messages;
- resourcefulness and quickness;
- accuracy, color, conspicuousness;
- match the service level to the advertisement;
- compliance with the content and forms of the market requirements and the interests of individual readers.

Advertising should draw attention, interest, and encourage consumers to use the services shown in the advertisement. Only such advertising can justify public trust in the library and serve as a means of consumer management.

Library advertising will be in several directions:<sup>2</sup>

- the network of libraries in a certain region, providing information about their capabilities;
- on providing information about the library or its departments;
- providing information about the library fund, its composition and structure;
- information provider about the services provided by the library and its intellectual products.

The basis of the advertising activity of the library is marketing communication. It will be aimed at constantly communicating with the market, informing the library about its funds, resources, products and services. Advertising activities of the library consist of the following stages: defining the tasks of advertising activities, determining the budget for advertising, creating advertising messages, choosing advertising distribution tools.

## RESULTS

The tasks of advertising activities include the formation of a certain level of knowledge among the population about the library, its resources, services and intellectual products, determining the effect of types of advertising on consumers, determining the main consumers of library services or products. , to distinguish the market segment necessary for advertising coverage, to study consumer behavior, response to advertising, consumer awareness of the offered services.

The basis of advertising activities is the creation of library resources and services in a concise, vivid and descriptive medium.

The following types of advertising activities are acceptable for libraries: media advertising, outdoor advertising, library advertising, advertising information materials, interpersonal advertising<sup>3</sup>. Libraries actively use advertising in the local press. However, due to their high cost, radio and

<sup>2</sup> Kitob mahsulotlarini chop etish va tarqatish tizimini rivojlantirish, kitob mutolaasi va kitobxonlik madaniyatini oshirish hamda targ'ib qilish bo'yicha kompleks chora-tadbirlar dasturi to'g'risida: PQ-3427. 2017-yil 13-sentabr// Xalq so'zi.-2017.-14 sent.

<sup>3</sup> Axborot-kutubxona va axborot-resurs markazlari ishini tashkil qilish.-T.: A.Navoiy nomidagi O'zbekiston Milliy kutubxonasi nashriyoti, 2007.-68b.

television, which have the ability to immediately deliver information to a wide audience and have many other opportunities, are unfortunately less used.

That's why libraries can not directly advertise in mass media, but they can do it through articles, reports, interviews with employees and readers, and specially prepared messages about library activities - press releases.

External advertising of the library is important in the advertising activity of the library. Outdoor advertising is an advertisement of the library's activities, services and intellectual products of the library, which are placed outside the library on various boards, posters, and boards. In most cases, the main function of outdoor advertising objects is to supplement and reinforce advertising placed in other media by reminding the public about the services provided by the library. In such cases, it is necessary to follow several necessary rules of outdoor advertising. These are: quickness, attention-grabbing, brevity and conciseness, comprehensibility, readability.

Taking into account the limited opportunities for outdoor advertising in some warehouses, it is appropriate to place a small hanging showcase at the entrance. In Vitirina, up-to-date information about its events and services, color leaflets about its advertising offers are placed. At a short distance from the main entrance, street advertising in various geometric shapes can be placed. Such advertising not only beautifies the entrance to the library, but also makes the passer-by "stop". Introduction to the library begins with creating a positive image of it, its external and internal decoration helps. Visitors to the library building should be impressed by the library as a spacious, comfortable, and freely accessible place. It is necessary to start the decoration work from the facade of the library building, from the front of the library, from the information about the working hours.

The first impression of the library begins with its lobby<sup>4</sup>. The lobby is a unique passport of the library. When the reader steps into the vestibule, he needs to know which way to go in order to find the literature he needs. For this purpose, the vestibule should have the working mode, the rules of the library membership, the location of the catalog hall and departments, and other information. Various signposts can help the library in this regard. In addition, the presence of plants and various indoor flowers in the interior of the library not only decorates it, but also helps to create a unique microclimate.

It should also be emphasized that colors are important for the interior of the library. Colors can calm a person, some can excite, raise mood or vice versa. These factors should be considered in library advertising. Colors should be considered for library window or interior decoration, but they should be consistent with the overall corporate style of the library.

## CONCLUSION

All the above-mentioned advertising methods must also promote the existing services, intellectual products, resources and potential opportunities of the library. The use of advertising methods in library and information institutions first of all increases the reputation of the library, and also increases the number of readers and improves their effective service .

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