

# THE EVOLUTION OF THE FEMALE ARCHETYPE IN OUTDOOR ADVERTISING IN UZBEKISTAN

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**Abstract:** *The article is dedicated to the study of the evolution of the female archetype in outdoor advertising in Uzbekistan, tracing its transformation from the Soviet period to the present. The author analyzes how the depiction of women in advertisements reflects the cultural, social, and political changes that have occurred in the country over the decades. During the Soviet era, the female image was shaped within the context of socialist ideology, emphasizing her role as a labor participant and symbol of social progress. In the post-Soviet period, female images in advertising began to integrate elements of Western culture and market economy, reflecting the modernization and globalization of society. Contemporary outdoor advertising in Uzbekistan demonstrates a dualism, combining traditional roles of women as caretakers of the family hearth with the image of a successful and independent individual, highlighting the dynamic development of cultural values in the context of global changes.*

**Key words:** *female archetype, outdoor advertising, cultural transformations, uzbek society.*

## INTRODUCTION

The archetype of women in outdoor advertising in Uzbekistan reflects the deep cultural and social structures shaped by historical traditions, religious norms, and global trends. This archetype plays an important role in shaping public consciousness and the perception of women's roles in Uzbek society.

From the traditional role of a homemaker to a dynamic and successful individual, this archetype evolves according to the changes in the social and cultural context of the country. Ultimately, it represents a unique mix of tradition and modernity, continuing to evolve alongside Uzbek society.

The image of women on posters and in outdoor advertising in Uzbekistan has undergone significant changes over the decades, reflecting the cultural, social, and political transformations taking place in the country. Let's examine how this image has evolved from the Soviet period to the present day. The image of women on the posters of the Uzbek SSR was part of Soviet propaganda, which sought to create a new ideal of the Soviet woman. This ideal combined both traditional and modern characteristics aligned with socialist values.

## THE MAIN RESULTS AND FINDINGS

### The Beginning of Image Formation

After Uzbekistan joined the Soviet Union in 1924, efforts began to integrate the republic into the new socialist reality. The Soviet government aimed to

change the traditional patriarchal foundations that had existed for centuries in Central Asia. One of the key tasks of Soviet propaganda was to change the role of women in society. Women became symbols of the social and cultural revolution, actively promoted through posters and other visual media.

### The Image of Women in the Early Years

In the early years of Soviet power in the Uzbek SSR, posters depicted women participating in public life and productive labor. They were often dressed in traditional Uzbek clothing, emphasizing their national identity, but no longer confined to the role of housewives. On the posters, women were shown working in the fields, building factories, or engaged in various types of industrial production. These images highlighted that women now had access to work on an equal footing with men, which was one of the key tenets of Soviet ideology.

### Struggle with Traditional Norms

One of the most significant stages in creating a new image of women in the Uzbek SSR was associated with the "Hujum" campaign (1927), aimed at liberating women from traditional Muslim clothing, including the paranja. The visual propaganda of that time actively depicted women removing the paranja, symbolizing their liberation from centuries-old traditions and entering a new socialist era. The party's goal in this campaign was not only to encourage women to abandon the paranja but also to attract them to the Soviet way of life and the workforce.





Typolithography "Pravda Vostoka." 1934. Print run of 15,000 copies.

### Women During the World War II and Post War Period

During the World War II (1941–1945), posters of the Uzbek SSR depicted women engaged in agriculture and production, replacing men who had gone to the front. Women became symbols of resilience and patriotism. In the post-war years, the focus shifted to rebuilding the country. Posters depicted women as workers helping to restore the economy, as well as homemakers and mothers.



### The Image of Mother and Worker

Women were often portrayed as active participants in building a new socialist society. They appeared as mothers, ensuring the future of their children, and at the same time as workers, contributing to collective farming or production processes. This image emphasized the importance of women's roles not only in the family but also in public life.



### Late Soviet Period: The Image of the Literate and Educated Woman

In the 1960s to 1980s, the image of women in posters of the Uzbek SSR became more unified with all Soviet standards. Women were represented as symbols of progress and education. They were increasingly depicted as active participants in public and political

*“Millions of workers and collective farmers are depositors of savings banks. Depositors! Demand attentive service and prompt execution of your orders from the savings banks.”*

Artist M. Reich. Text in Russian and Uzbek (Latin script) languages. Tashkent. UzLit.

life, students, or professionals in various fields, including medicine, education, and science. This is reflected in posters where women hold books, symbolizing the spread of literacy and cultural development among the population. This image emphasized the importance of education and cultural growth for every member of society.



СОВЕТСКАЯ ВЛАСТЬ  
ОТКРЫЛА НАМ ДОРОГУ  
К СЧАСТЬЮ, К ЗНАНИЯМ!



ЎРТОҚЛАР!  
ҚИЗИЛ ЯРИМ ОЙ  
ЖАМИЯТИГА  
АЗО БУЛИНГИЗИ!  
САНИТАРИЯ БИЛИМИ ЭГАЛАЛАНГИЗИ!



ЎЗБЕККИТОБОРҒИ

КНИГИ  
ПИСАТЕЛЕЙ УЗБЕКИСТАНА

It is noteworthy that Soviet advertising posters also featured images of women in national clothing, symbolizing a connection to the traditions and culture of the republic, but within the context of Soviet internationalism. Clothing and accessories, such as shawls, headscarves, or traditional patterns, underscored the link to local traditions and cultures. Women in traditional Uzbek dresses could be depicted working on collective farms, highlighting the integration of national identity into the socialist system.

Thus, the image of women on posters of the Uzbek SSR was the result of a deliberate policy by the Soviet government, which aimed to create a new type of woman – an active, independent, and equal participant in socialist society. This image evolved from a traditional figure to a symbol of a new era, reflecting changes in the social and cultural life of the republic.

### Post-Soviet Period: Transition to Market Economy

After the collapse of the USSR in 1991, Uzbekistan entered a period of transformation, which was reflected in the advertising images of women. In the 1990s, as the country transitioned to a market economy, new images of women began to appear on posters and in outdoor advertising, often of a more Western type. Women started to be depicted as consumers, successful and stylish individuals focused on career and material achievements.

During this time, there was an active use of images of women in advertisements for products such as cosmetics, clothing, and household appliances. Women in posters were often portrayed with an emphasis on beauty and grooming, reflecting globalization and the infiltration of Western values. The image of women began to be perceived as a symbol of modernization and economic progress, but with elements of tradition.

Modern outdoor advertisements frequently utilize the archetype of women as caretakers of the family hearth, as well as successful professionals in various fields such as medicine, education, and business. This dual image reflects a balance between preserving traditional Uzbek values and adapting to the modern world. For instance, outdoor advertisements often feature the archetype of women in the context of being the caretakers of the family hearth.

In Uzbek culture, women are traditionally perceived as the guardians of the family hearth. This archetype is deeply rooted in cultural and religious norms, where women symbolize care, virtue, and devotion to the family. Advertising campaigns related to food products, household goods, and family services actively utilize this archetype. Women are presented as caring mothers and wives who create comfort and well-being in the home. Such imagery appeals to the fundamental values of Uzbek society and continues to remain relevant amidst the desire to preserve cultural roots. For example, advertising campaigns like Coca-Cola use the female image to create associations with family and joyful moments, where women act as the center of family celebrations.

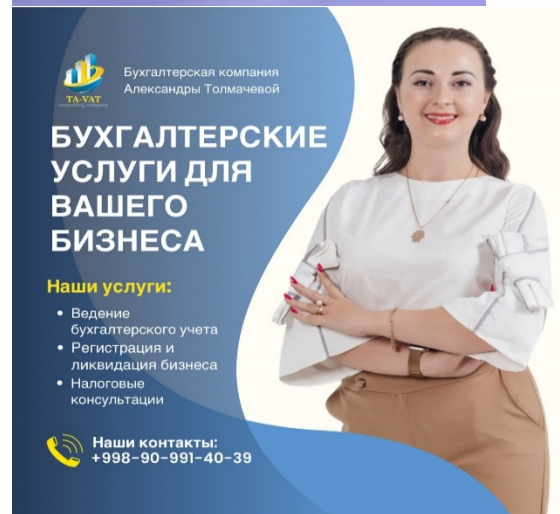


In social advertising, women are presented as guardians of the family and educators of future generations. They symbolize traditional values such as motherhood, care for the family, and domestic comfort. Advertisements often feature women smiling and surrounded by children. It is essential to highlight that women in social advertising are depicted specifically within the family circle, where a spouse and children are always present. This compositional approach aims to reinforce family values and emphasizes the important role of women in preserving family traditions.

### Archetype of Modernization: Successful and Independent

With Uzbekistan's transition to a market economy and integration into global processes, a new archetype of women has emerged – the successful and independent individual. This archetype is frequently utilized in advertisements for products and services related to career, education, and personal development.

In this context, women are portrayed as dynamic, self-assured, and success-driven individuals. This image symbolizes openness to change, a desire for self-fulfillment, and participation in public life. The appearance of these women emphasizes modernity and style, reflecting the influence of Western standards and values.





**Transformation of the Image from a Simple Housewife to a Successful Woman**

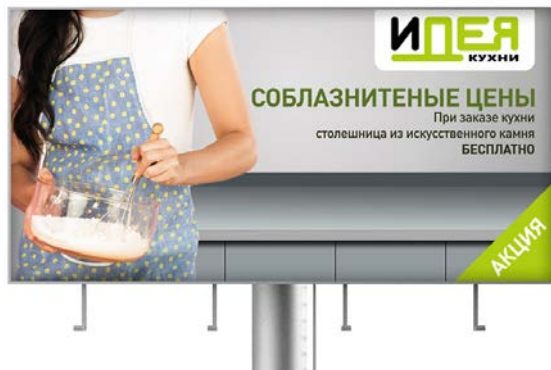
Over the past few decades, the portrayal of women in Uzbekistan’s advertising has transformed from that of the traditional figure of a mother and housewife to a more dynamic and active participant in public life. This reflects broader societal changes, where women increasingly occupy leadership positions in business and politics and engage in social initiatives. Even in advertisements for household appliances, women are now depicted as more elegant and well-groomed, signifying a shift in societal perceptions and a reevaluation of women’s roles. Today, the modern woman is expected to exemplify a beautiful life well-groomed and successful, deserving of the best.



**Commercial Advertising of Household Appliances: Uzbekistan 2023**

**Archetype of Women as Keepers of Traditional Uzbek Values**

The archetype of women as keepers of traditional Uzbek values also remains prevalent in modern outdoor advertising in Uzbekistan. This archetype often manifests through images of women in traditional clothing, which underscore their modesty and commitment to national values. Such images carry national cultural codes and serve as symbols of the nation.



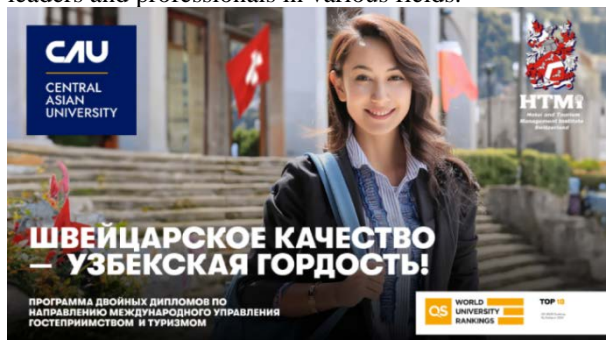
**Commercial Advertising of Household Appliances: USA 1950s-1960s**





### Archetype of Young Women

The role of young women in society is linked to their active participation in educational and professional spheres. Young women are seen as ambitious and promising, capable of achieving significant success both locally and internationally. This image reflects the growing role of women in society, where they become leaders and professionals in various fields.



Overall, the image of women in outdoor advertising in Uzbekistan during the independence period serves as a powerful tool for shaping and reinforcing social ideals and values, demonstrating both the continuity of traditions and the modernization of women's roles in contemporary society.

### CONCLUSION

The evolution of the image of women in posters and outdoor advertising in Uzbekistan reflects the changes that have occurred and continue to unfold in Uzbek society. From symbols of socialist labor to modern, successful, and stylish women, this image illustrates a complex and multifaceted identity formed at the intersection of tradition and modernity, local and global trends.

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