

Importance of Pictographic Symbols on Product Packaging

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ABSTRACT

In the truest sense, language is communication. At the abstract level of communication, language plays an important role in sending a signal to the recipient of the message. Semiotics is the systematization of various signs and icons that are highly interrelated in terms of transmitting meaning and encoding meaningful ideas. People usually understand the linguistic symbols attached to packaged products, but they do not always understand the correct meaning of the symbols expressed on them. This article discusses the role and importance of icons on product packaging.

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INTRODUCTION

It's no secret that today's people are more connected to the world than in the past, and with the help of modern technologies, they have adopted a mobile lifestyle. The change in question attracted people to an easier way of communication, to a visual communication already formed in the natural structure of a person, to a more universal style. Humanity fills its entire environment with an ever-increasing number of visual symbols, most of which are designed to provide basic orientation, warning, or information.

Ever since mankind acquired products, it has created a special container for them and tried to preserve them in their original state. The design of packaging, which first arose out of the need to protect and then to transport, later took on the role of a conveyor belt of corporate identity with the development of trade and competition.

First, before we talk about the signs on the product packaging, we thought it would be appropriate to touch on what packaging is and what it means.

Packaging is defined in dictionaries and encyclopedias as "the technology and art of preparing goods for transport, storage or sale" [Britanica, 1990, p.551].

In the explanatory dictionary of the Uzbek language, it is expressed as follows. PACKAGING - "put in paper bags with a certain weight" Indian tea was packed in the Samarhand factory itself. This verb is derived from qādâq III, which means 'measure of weight' in Uzbek, with the suffix -lâ: qādâq III + lâ = qādâqlâ.

Meaning

1. To measure and weigh the weight with a package. ♦ You buy fruit from the market, count and eat it, and

spend the summer. Shukhrat, "Paradise Seekers".

2. To weigh and measure in a certain weight or quantity. ♦ Pack the tea. Pack sugar. To pack the flour. tsh Sho'rsuv mine has started packing crushed sulfur in polyethylene bags.

The origins of packaging can be traced back to the leather, glass, and clay vessels used in the West's first commercial establishments. But the economic importance of this business for packaging manufacturers and manufacturers of packaged goods increased rapidly after the industrial revolution. Protecting goods from environmental conditions and possible packaging and loading problems in today's markets; It aims to provide a useful packaged product unit for the manufacturer, distributor and consumer, and to shape the product in a form that appeals to the customer [Britanica, 1990, p. 551].

Packaging design mainly meets two requirements.

1. *Communication*: This communication, simply put, covers a wide range from what is inside the product, sometimes to the information needed for use and warning, to maintain the corporate identity and strengthen the brand image. It includes thousands of package designs to choose from, today's consumers, especially in mega markets, need this communication more than ever. Packaging is one of the most direct and effective forms of advertising between the manufacturer and the consumer. Because it is face-to-face with the consumer and plays an active role in the buying behavior compared to other media such as television, press ads and posters. In our rapidly developing age, the importance of the situation is better understood, and packaging is not just a box, but a communication role.

Packaging graphics have made significant strides within campaigns and have become its own sector within graphic design, creating designers and technicians specializing in the field.

"Packaging is the uniqueness of the product. It is such a uniqueness that it will last for many years." He must carry the product, explain himself to the consumer and encourage him to buy (Graphic Art, 1987, p.6).

2. *Function*: The function of packaging is simply to transport and protect.

It undertakes the tasks from the initiation of consumption or use of the product to its use. For example, the packaging of a light bulb continues its function until the consumer buys and uses it. On the other hand, self-heating soup and canned food with the help of its chemical composition, which appeared in parallel with the need for fast life and practical living and eating, are factors of use other than transportation and protection.

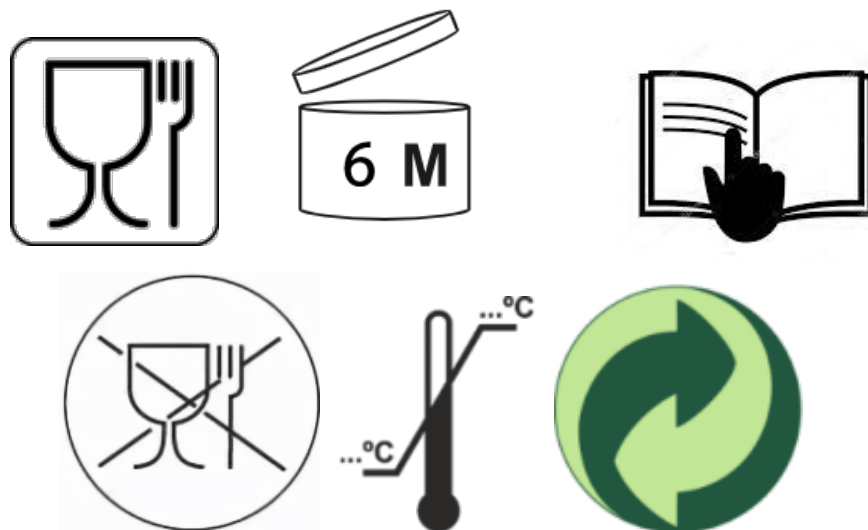
It also takes on another function, such as preparation.

Use of icon language in packaging design

Packaging design, which is an important link between a product and a person, naturally received its share of this change. Now, rather than targeting a specific region or country, they had to change their strategy based on demographics and geography. Socio-political changes have brought the countries closer to each other, European countries that were neighbors but did not have close economic relations 20-30 years ago have strengthened and achieved international economic relations with the help of the European Community. Therefore, the product, for example, Italian preserves, stopped being intended only for Italy and took on the uniqueness of a European product. Thus, the product launched on the market faced the problem of having the necessary information such as usage style and main content in at least 5-6 different languages. Graphic designers, who previously solved this problem with a local common foreign language (perhaps English or German) planned according to the local language and geographical strategy of the product, now need a sign language more.

In fact, although I will explain this situation with a local example, this trend is the same for the whole world. I find it useful to explain the problem with a more concrete example. For example, cheese fondue, which is one of the national dishes of Switzerland, is also sold in ready-made packages. This product, which is sold throughout Europe and possibly America, should provide the user with information on its preparation. Let's assume that you need 30 sentences in 6 languages, given that there are about 5 main steps to prepare it. In this case, the back of a half-kilogram package is no different from a newspaper page. Given that most

of these steps can be explained using icons, the benefits of visual language can be easily understood. Examples of this are the icons on the product packaging:



From the above information, it can be concluded that packaging design is also a tool that can deliver certain messages and promote identity, which shows the need to reconsider this issue as a communication problem. For this, as we tried to emphasize in our work, the icon on the product packaging means first of all to understand the theory of visual communication and to apply it correctly in packaging design. Also, icons are a system that everyone understands and serves best for communication.

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