

MEDICAL TERMINOLOGY IN ADVERTISING TEXT

Gafurov Bakhtiyor Zakirovich

*lecturer of Uzbek language and literature department, PhD
Bukhara State Medical Institute named after Abu Ali ibn Sino
baxtiyor6013055@mail.ru*

Abstract:

Background. *The article is dedicated to advertising text, which widely uses medical terminology. Advertising text, in which medical vocabulary is widely used, has its own specific character. The content of pharmaceutical advertising texts is enriched with a wide range of medical terminology and helps the consumer to know what is for what or what is for what. Undoubtedly, the text of advertising for pharmaceutical products can serve as a widespread dissemination of the advertised drug among the population. Taking into account the demand, interests, sometimes the individual desire of consumers, the text of the advertisement is drawn up, referring to the linguistic, linguocultural, linguo-sociological capabilities of each language. The lexicological stock of the language is actively used in the design of the advertising text, which contains medical vocabulary.*

Methods. *In cases of a deficiency of words or word forms in a language, you should refer to other languages. For example, languages such as Latin help in this, since it is considered the main language of medicine, English is the language that is the world and accessible language in the field of business. All of the above facts related to the linguistic capabilities of the Russian and Uzbek languages are reflected in the content of our scientific article. This is evidenced by the theoretical and practical parts of the article, i.e. theoretical points of view of a number of scientists, an individual approach to the problem under study and illustrative material proving the accuracy of the definitions.*

Results. *The main feature of the advertising text containing medical vocabulary is that it actively uses artistic means of language to convey emotions, empathy, concern on the part of the drug manufacturer in relation to consumers or those interested in the advertised product. Occasionally, the interests of the interested audience and manufacturers may not coincide with the true ones; this may be the human factor, the place of a person in society, personal benefits, goals or a number of other requirements. An advertising text containing medical terminology cannot be imagined without such functions as informative, motivating, developing and enlightening a large circle of consumers.*

Discussion. *The advertising text containing medical vocabulary implements the ideas of everyone. You should not perceive the text of the advertisement as a large chain, which consists of linguistic signs or symbols that indicate something.*

Phraseological phrases are widely used, which are presented as the most important element of the advertising text, which contains medical terminology. In the examples we have analyzed, one or another advertising text in which phraseological

phrases are used, carrying a special meaning, can serve as a success for advertising a pharmaceutical product, which is of interest to a large audience.

Conclusion. *In the article, we identified a number of advertising texts that clearly indicate the anatomical terms that form the basis of medical terminology. There are also examples of advertising texts, in the content of which you can find the name of chemical elements. When enriching the content of the advertising text, which serves for the distribution of pharmaceuticals, the morphological possibilities of the Russian and Uzbek languages are used. As these morphological possibilities, it was revealed that advertising creators actively use the imperative mood of verbs, numerals indicating numbers, adverbs indicating time, etc.*

Thus, an advertising text containing medical terminology can be characterized based on linguistic knowledge, which we produced in the practical part of our scientific article. For this, we used a large amount of material containing advertising text of pharmaceuticals in Russian and Uzbek languages, which are reflected in the media, radio and television.

Key words: *medical terminology, advertising text, pharmaceuticals, distribution of pharmaceuticals, phraseological phrases, pharmaceutical product.*

Introduction. Today, for linguistics, it is relevant to study advertising texts in the field of medicine, which are created on the basis of medical terminology. The advertising text carries the functions of information, communication, business, which can ensure the relationship of society with the services of advertisers.

In today's pandemic, everyone cares about their health. Of course, the necessary pharmaceuticals help us in this. The pharmaceutical branch of medicine is developing rapidly. The industry is undergoing significant changes. No wonder the people say that God will protect those who take care of themselves. Advertising of drugs produced in the pharmaceutical industry ensures their delivery to consumers. The text of an advertisement for any medical product helps to increase the self-confidence of patients, or vice versa, since every patient is eager to seek salvation from their ailments. With this in mind, the text of the advertisement should be well thought out and explain or convey one or another hope of recovery, without negatively affecting the psyche of patients.

A very important and effective side of the advertising text is that viewers, without any sharp reason, will not switch from one channel to another during the broadcast of the commercial.

Materials and methods. Today, advertising videos on the topic of pharmaceuticals are actively broadcast, and drugs for depression, fatigue, male sexual disorders, vitamins, hygiene products, contraceptives, beauty care, etc. are considered to be the most advanced.

In the "Linguistic Encyclopedic Dictionary" it is indicated that "a text, in general a speech act, oral or written, appears as a result of the speaker's choice of linguistic forms from the possibilities given in advance by the language - phonetic, grammatical, lexical (words), syntactic, and how their combination in speech act depending on its purpose ("function"). The basis of this interpretation of stylistics

was the concept of "communicative" or "functional" style of speech; this approach, which can be called functional stylistics, merges with sociolinguistics" [8].

In commercials, when dubbing the advertising text, special attention is paid to the type of pronunciation of words. L.V. Shcherba considered styles of pronunciation in the aspect that currently corresponds to the term "type of pronunciation." Thus, he singled out: "1) the style characteristic of a calm conversation of people - the conversational style; 2) style, which is used to make speech especially distinct, for which all syllables of each word are clearly articulated - a complete style"[12, p.21].

From the point of view of E.A. Zemskoy, "if we take into account the selection of two styles of pronunciation - complete and incomplete, proposed by L.V. Shcherba, then it should be said that an incomplete style of pronunciation is typical for colloquial speech. The full style of pronunciation is a distinct (announcer, lecturer, stage, etc.) pronunciation, it is characterized by deliberately clear pronunciation of sounds, tense articulation, which is unusual for people with easy natural communication. Colloquial speech is characterized by fuzzy articulation, reduction of individual sounds and combinations of sounds" [7, pp.192-217]. This fuzziness of articulation, the reduction of individual sounds and combinations of sounds in the advertising text distorts the language, and sometimes, on the contrary, is considered a success for the advertised product or someone else's services.

"It is very important to study the possibilities of Uzbek speech, rich in various phono-stylistic means, in the aspect of the use by different societies and individuals in societies" [1, p. 28].

Recently, in the voiced advertising texts containing medical vocabulary, special attention is paid to the pronunciation of the phonetic construction of words of representatives of different societies, which are transmitted through television and radio channels of our Republic and a number of foreign countries.

As everyone knows, **geminata**, being a phonetic process, is characteristic of many languages. There is no doubt that this process is also typical for medical vocabulary.

The following methods were used in the article: descriptive method; component analysis method; distributive method; comparative typological method.

Results. According to D.I. Khodzhaeva, "when using the phenomenon of **geminata**, one should take into account the specific properties of languages. In Uzbek, paired consonants that are in sequence are pronounced as two sounds and are part of two syllables, for example, **tilla, pill-la, kat-ta** in English and French, a doubled consonant t is pronounced as one **t**. Compare.: **glottal** ['glɒt (ə) l], **patte** [pat]. By means of **geminata** one can study languages by comparing their phonetic properties and understand deeper" [10, p.43]. Based on the theory put forward by D.I. Xodjeva and the material of our research, we can conclude that **geminata** as a phonetic phenomenon actively appears in the constructions of sentences that make up the main content of the advertising text, which contains medical vocabulary. For example: "**Ka [ff] etin. Don't let pain split you "or" Gi [pp] okrat group of companies. Invitation to Russia for treatment. An official document allowing a foreigner to undergo treatment in a clinic in Russia!"**

“There are two possibilities for creating intercultural advertising: 1) the creation of adapted advertisements, in which foreign cultural elements are replaced by the traditional ones for a given country. A prime example is the ad for the men's perfume "Drakkar Noir." A European ad featured a naked male hand holding a bottle of perfume and a female hand gripping a man's. The same announcement in Arab countries was changed. The equal and somewhat aggressive position of the female hand in the original ad would not have been accepted in Arab countries. There, a man's hand in the sleeve of a dark suit holds a bottle, while a woman's hand only gently touches the man's. When creating cross-cultural ads, it's important to pay attention to product names as well. Some types of goods already have a certain connotation, which is widespread throughout the world. For example, perfumes are usually associated in the mind of the consumer with France and Paris, regardless of the country of origin, so they often get names that sound "French".

2) creation of standardized advertisements containing as few specific ethno-cultural characteristics as possible. Standardization attracts advertisers, first of all, by the possibility of reducing costs when creating an advertisement. However, cultural differences in different countries can be very striking, and unchanged 'standardized advertising can be misunderstood. The possibility of standardization depends on the following factors: - the type of advertising. Informative ads are easier to standardize than emotional ads. For example, an advertisement for H&M clothing contains only an image of a particular piece of clothing, the name of the material and the price; - the degree of cultural dependence of the product. A distinction is made between products with a long cultural tradition, such as food, and products with no special cultural influences, such as advertising for the fashion and cosmetics industries. The basis for standardization in this case is the assumption that the entire target group, regardless of cultural background, wants to be universally beautiful and fashionably dressed; - target group. Certain target groups, for example, young mothers, represent an intercultural segment in need of the same goods all over the world” [6, pp. 15-17].

Pharmacy as a science is characterized by research in the field of creating medicines, ensuring their safe production, conducting scientific experiments, trading in medicines and pharmaceuticals. Pharmaceuticals are an important part of the field of medicine and the responsibilities of this area include meeting the needs of consumers. The current motto for pharmaceuticals is such a flare as "care", "pharmacist services", "healthy life", "individual first aid kit". Pharmaceutical manufacturers produced and advertised drugs are reflected in advertising texts. In every country, pharmaceutical advertisements rank high after food advertisements. The text of the advertised pharmaceutical product can carry a lot of information. This can be seen in examples of advertisements that are rolled out in social networks, in the media, and in television and radio companies. The ad copy has the task of luring a large audience of consumers or creating a competitive environment. As a flare, pharmaceutical advertising texts can contain full or short versions of aphorisms.

Discussions. Due to the fact that aphorisms themselves are easily perceiving sentences or minitexts, that being in the content of the texts of pharmaceutical advertisements can be easy to remember for those interested in this advertisement. Aphorisms should be chosen correctly for the advertising text of pharmaceutical

products so that it contains the main meaning of the advertised drug. Naturally, a correctly appropriate aphorism can be a great success in the promotion and sale of drugs or a wide range of services provided. The text of an advertisement for pharmaceutical products must prove the privileges of the given drug among other advertised products on the market. Advertising texts containing medical terminology can carry informational, as well as influencing someone, meaning. Next, we will consider texts with examples of some pharmaceutical preparations: "*Aqua Maris - a preparation based on the water of the Adriatic Sea*", "*Nalgezin quickly relieves pain*", "*Sinekod: a strong remedy for dry cough*", "*Strepsils - first aid for sore throat.*"

Numerals are widely used in sentences in pharmaceutical advertisements. For example: "*Due to the high efficacy of Dolobene gel, patients with sprains were able to start training as early as 6 days after the start of treatment, and patients in the control group (without treatment) only after 11 days*", "*Bifren - Clinical efficacy is manifested in the first hours and days of treatment*".

As in poetry, in many pharmaceutical advertisements you can trace rhymes, puns at the end of each line of text or word, for example: "*Colgate Healthy teeth, happy kids!*", "*MERS Special Drage - a well-designed vitamin-mineral complex for you to be beautiful and healthy, specially designed to refresh the skin, brighten hair, strengthen nails*", "*Mezim is an indispensable gel for the stomach our goal*", "*Lyoton - success, movement, transformation of your legs*", "*I am no longer afraid of cough - I am treated with Gedelix*", "*Advice from nature, Gedelix - and there is no cough!*", "*When you cough, take Bromhexin Berlin-Chemie*", "*Colgate Total's advanced formula fights bacteria on the teeth, tongue, gums and cheeks and protects for twelve hours.*"

The expression of artistic means in advertising texts with medical terminology actively enriches our vocabulary. For example: metaphor - "*Squid is the energy of the ocean on your table*" (seafood for a healthy lifestyle), anaphora - "*Noble and wholesome*" (Demidov's balm), epiphora - "*Not just clean - flawlessly clean!*" (advertising of washing powder), etc.

In order to have a positive perception, when compiling the text of an advertisement, one must take into account national traditions, mentality, ethno-cultural values, and of course the social position of perceiving people. Taking into account the above, the advertising text containing medical vocabulary can be framed with a specific approach from the point of view of the stylistic possibilities of the language.

Play on words is a frequently encountered moment in the text of advertisements for pharmaceuticals in which medical vocabulary is actively involved. For example: "*Coldrex is a hot answer to colds and flu*", "*Pinosol - to sneeze on a runny nose*", "*Pinosol - to sneeze on a runny nose*", "*A sore spot cannot be turned off. It can be cured*", "*With Honda you are always on the move*", "*A sore spot cannot be turned off. It can be cured*", "*With Immunorm health is normal*", "*Joints become weak without medicine. The joints are threatened with complications, and each king is ready to give half his kingdom for the royal medicine HONDROXID*", "*Mountain calcium - so that bones become stronger than mountains*", "*Arbidol. The flu has*

no future”, “Tavegil. Allergy blown away by the wind”, “Regetsin. Take care of your skin from a young age”, “Sharp-eye” - reliable protection for your eyes”.

Another important point in the texts of advertisements for pharmaceuticals is the frequent use of word pavers, i.e. the same word or phrase is repeated in the text. Now let's take a closer look at the repetition of words and phrases in the text of pharmaceutical advertising. For example: *“The moment has come - take Gastal! Gastal, a remedy for heartburn and stomach pain”, “Kalcemin: strong bones - a strong family”, “Tenoten: calm children - calm parents”.*

Due to the repetition of words in the text of an advertisement for a pharmaceutical product, the consumer the patient remembers well the name of the drug itself and the effectiveness after using it. In advertising texts for pharmaceuticals, wordplay with dynamism and rhyming of final words in lines carries the meaning of completeness and expressiveness. Often, the advertising text of a pharmaceutical product is given in a concise form, contains important information and contributes to the penetration of deep ideas about drugs.

It should be mentioned about the active participation of the metaphor in the content of the advertising text with medical terminology in order to convey the expertise.

As it turned out, the metaphor serves to form expressive tropes in the text of pharmaceutical advertising. The metaphorical structure that forms the sentence of the main text of advertising for pharmaceuticals contributes to the formation of a figurative presentation of the proposed product. Examples are such texts of advertisements for pharmaceuticals in Russian and Uzbek languages, where mainly medical vocabulary is present in the content of the text. For example:

““Solpadein” is a powerful weapon that hits right on target!”, “Cough and hoarseness attack? Does a runny nose break the rules? “Halls” “Suprastin - allergies receding before our eyes”, will help to be in the game!”, “New Coldrex Maxgrip - a crushing blow to the flu!”, “Lamisil - cold weapon against foot fungus”, “Pain grabbed by the throat? Unleash her iron grip! “Septolet”!”, “Strepsils. When a cold takes you by the throat”, “To be absolutely ready - the new Colgate total or the advanced formula of Colgate total fights bacteria on the teeth, tongue, gums and cheeks and protects for twelve hours.”

Next, let's analyze advertising texts in which the "+" sign plays an important role as a means of depicting the effectiveness of the advertised drug and the service sector For example:

"Laboratory tests. Over 1000+ types of research. Compliance with international standards. Automated laboratory" (INTERMED innovation) or "Pharmacy +". The “+” sign in these advertising texts carries the following meanings, that is, in the first advertisement more than a thousand types of laboratory services are provided, and in the second advertisement in a pharmacy, in addition to drugs, you can purchase medical equipment, pharmacist services, etc.

As you know, according to Abu Ali ibn Sino "poison" is a means of healing for many diseases. The word is widely used as a remedy in pharmaceutical advertisements. For example: *“Do your joints hurt? Back aches? Sofia cream with bee venom will help you” or “Viprosal B - Healing ointment with snake venom”.*

In a number of advertising texts, anatomical terms are clearly indicated, i.e. names of human organs. For example: "**Zobofit** - an integrated approach to the health of the thyroid gland", "This drug is a biocorrector, a new generation drug that affects metabolism. Lipid metabolism improves, thanks to this drug, we achieve changes in the blood formula itself", "This is very important, because with the help of the "Biocorrector" you can treat all organs and systems", "**Abrol SR** - To clean the bottle, you need a rough. **Abrol SR** is needed to cleanse the lungs", "Do your gums ache and bleed? Does it hurt to chew? All this is periodontitis - a quiet killer of teeth, as doctors call it", "Tincture of Sabelnik, cutting off pain in the joints, has already returned the joy of movement to hundreds of thousands of Russians".

Chemical elements are often reflected in the content of the advertising text of pharmaceutical products, which take their place in the table of D.I. Mendeleev. For example: "For the absorption of calcium, many additional conditions are required. One of them is the presence of vitamin D-3, and the most important is the presence of magnesium, iron, copper, phosphorus, zinc. These conditions are met by "Mountain calcium D-3 with mummy", "Blueberry-forte" - this is the first remedy with lutein for the whole family at once.

At the end of the 19th century, i.e. **Colgate** toothpaste appeared on the shelves since 1873. At that time, this paste was sold in glassware, and only since 1896 a tube made of the chemical element tin (chemical formula **Sn2**) came to replace this glassware. After the production of this product, the company began to advertise its products. The same product can be advertised with different texts in order to attract the attention of buyers. For example:

Colgate - Be absolutely ready for anything! i.e. (call to action)

New Year's smiles with **Colgate!** (A gift for a holiday or preparation for some corporate event).

Colgate - 12 Hour Oral Health Protection!; **Colgate** New - Sugar Acid Neutralizer !; **Colgate** - Enjoy your favorite drink without pain !; Try **Colgate** Enamel Protection for sensitive teeth! (health care).

Colgate is a new advanced formula! (development, new opportunities).

Buy **Colgate** Safe Whitening + Get a Chance to Win a Smartphone! **Colgate** Sensitive Teeth 2nd Pack as a GIFT! (a call to action, the result of which is a reward).

Colgate the cleanliness you see and feel!; **Colgate** When a new diet is proposed, I smile! (call to action).

Colgate When they say you can't be a dad on maternity leave, I smile!; **Colgate** When they say she's a burden to me, I smile! (to enhance a sense of self-confidence).

Colgate Teeth visibly whiter instantly! (achieve quality and your goals).

Colgate Healthy teeth, happy kids!; **Colgate** Dr. Hare !; **Colgate** grow up with a smile! (urging children to follow the rules of a healthy lifestyle from an early age).

Colgate new extra freshness!; **Colgate** pure mint!; **Colgate** Ancient Secrets!; **Colgate** Herbs Sea Buckthorn!; **Colgate** pomegranate!; **Colgate** propolis whitening! (trusting traditional medicine to achieve results).

It actively replenishes the total number of advertising texts for pharmaceuticals existing in the Russian language phraseological unit or phraseological turnover. What is a phraseological unit? **Phraseologism** is a speech turnover, the interpretation of

which does not coincide with its spelling. Phraseological turns are usually called idioms. For example: *To lead by the nose* - to deceive; *Pounding water in a mortar* - doing nonsense; *Where Makar did not drive calves* - very far.

Any phraseological unit cannot be understood the first time. The meaning of each phraseological unit is always allegorical. For example, the phraseological unit "to play the fool" is in no way connected with fools.

In linguistics, phraseological units from the point of view of historical origin have a long history, while studying the history of phraseological units it would be fair to divide them into obsolete and archaisms. It is natural to understand the initial meaning of phraseological units only by relying on historical data and the period of their origin.

Phraseological dictionaries help to understand the meaning of this or that phraseological phrase, the sphere of their use, the age category of the audience and for their perception. For example, such dictionaries as the "**Phraseological Dictionary** of the Russian Language" edited by A.I. Molotkov [9] or "Phraseological Dictionary of the Russian Literary Language" (about 13000 phraseological units) edited by A.I. Fedorov [11].

Advertising text is present everywhere, it has a variety of topics, and carries a semantic meaning. Advertising displayed in the media has a specific text. The text of the advertisement awakens to perform this or that action, and also under its influence it is possible to influence the human consciousness, state.

Phraseologisms of medical significance can be widely used in advertising texts. Medical phraseological units indicate the symptoms of diseases and their course.

Medical phraseological units are widely used in the following areas of medicine. For example:

in the field of dentistry: *Grinding teeth, bouncing off teeth, not kicking into a tooth, holding a tooth, putting teeth on a shelf, talking teeth, etc.*

in surgery: *We begin to take out the brain.*

in cardiology: "*Dance of the carotid*" (carotid pulse) or "*dance of the carotid arteries*" pronounced pulsation of the common carotid arteries in case of aortic valve insufficiency.

among ophthalmologists and dentists: **from the Bible, the law of retribution: "Fracture for fracture, eye for eye, tooth for tooth."**

in traumatology and orthopedics: "**Chicken breast**" - deformation of the chest in children. A shoemaker's chest is a curvature of the chest.

"*In a healthy body - a healthy mind*" (ancient medical).

"*Seven nannies have a child without an eye*" (ophthalmological).

in diseases of the abdominal organs: "*Abdominal toad*" - an attack of ischemic pain in the abdomen. "*Cobblestone pavement*" - a lumpy intestinal mucosa with numerous longitudinal, slit-like ulcers and transverse cracks in Crohn's disease.

for nervous diseases: "*Green cap*" - a type of brain with purulent meningitis.

"*St. Vitus's Dance*" - chronic progressive chorea (Huntington's disease).

In addition to the above, the following medical phraseological units are widely used: "*The face of Hippocrates*" - it happens in severe diseases of the abdominal organs. The names of some scientists form medical phraseological units:

"*Parkinson's mask*" - a frozen smile on nerves. "*Stokes collar*" - an increase in mediastinal lymph nodes, due to local venous stasis (with compression of the superior vena cava).

In a number of medical phraseological units, one can trace the sections of medicine. *Hepatic palms* - yellow bronze palms. "*Vascular asterisks*" - hemorrhage in the form of dots.

Now let's consider advertising texts in which phraseological units are used that indicate the terms of medicine:

Coldrex Medicine: Seven Troubles - One Answer! (when distributing the medicine).

Everything for repair! Even eyes run wide! (when distributing plumbing).

"Instant" - Throw the pain out of your head! (when distributing the medicine).

"Tavegil. Allergy blown away by the wind" (during the distribution of the medicine).

"Regetsin. Take care of your skin when you are young" (when distributing the medicine).

"Arbidol. Influenza has no future" (when the medicine is distributed), and so on.

Medical vocabulary occupies a special place in advertising texts, which indicates pharmaceutical terms that are widely used to advertise pharmaceutical products. Let's consider examples of advertising texts in Russian and Uzbek. For example:

«**KATIONORM** - Living with a sense of quality vision. Worry about the intelligence of the eye. A sensible solution for people with dry eye syndrome. The optimal way to moisturize and protect the eye surface»;

"Tickle in the throat? MIRAMISTIN for sore throat";

"Nolpaza – jig'ildon qaynashini bartaraf etadi (in the Uzbek text of the advertisement) *and Nolpaza - Избавьтесь от мучительной изжоги* (Get rid of excruciating heartburn) (in the Russian text of the advertisement)»;

"AQUALOR Facilitates breathing without addiction";

"B-Fit for effective weight loss -10-15 kg per month! original v";

«**KARDIOМAGNIL Gives You Time. Take care of yourself and your health during COVID-19!** »

In addition to advertising pharmaceuticals, medical vocabulary is widely used in advertising for a number of other services. For example:

«*Springless mattresses Sleep vip. 8-year warranty!*» (In the field of production);

"Promotion of the Year. Hair transplantation. 30 % discount" (in the service sector);

"Asal ari bilan davolash. Ming dardga davo 100 % tabiiy qulay narxda Mutlaqo zararsiz (Treatment with honey bees. Absolutely harmless cure for a thousand ailments at a 100 % natural affordable price)" (in the service sector);

"REACENTER TASHKENT Microcurrent reflexology in Bukhara" (in the service sector);

"Kidion Internet - store of baby strollers and car seats with delivery all over Uzbekistan! Taking care of a small passenger" (in the field of business);