

REFLECTION OF STYLISTICALLY MARKED VOCABULARY IN  
ADVERTISEMENT TEXTS

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**Abstract**

In this article, we analyzed the advertising texts for medical purposes. Stylistically marked lexical units of the Russian and Uzbek languages, used by the creators of advertising texts, were chosen as the material under study.

**Keywords:** medicine, pharmacy, advertising text, functions of advertising texts, proverbs, folk and traditional medicine.

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Questions about what functions the implemented texts of advertisements have, what main parts they consist of, how to compose the text correctly, how to distinguish a high-quality advertising text from a low-quality one, arise quite frequently nowadays.

According to the observations of local and a number of foreign psychologists, usually after visual viewing of advertising texts, many viewers remember the final part.

The field of medicine is widely reflected in the texts of advertisements that are broadcast on television channels.

Advertising texts in the field of medicine and pharmaceuticals should be characterized by signs of marketing communication, therefore, for each advertising text, the creators of the advertising pre-determine the addressee or audience.

First of all, it is necessary to make a clear differentiation between the terms "medicine" and "pharmacy". "Medicine is the totality of sciences about diseases, their treatment and prevention"[7]. "Pharmacy is a complex of scientific and practical disciplines that study the issues of research, processing, manufacturing, standardization, storage and dispensing of medicines"[8]. Thus, medicine and pharmacy are different areas of scientific knowledge, inextricably linked with each other. This connection is especially evident in advertising texts.

Pharmaceutics as a science is characterized by research in the field of drug development, ensuring their safe production, and conducting scientific experiments. Being an important part of the field of medicine, pharmaceuticals aims to meet the needs of society with various medicines. Therefore, such speech clichés as "healthy life", "health care", "pharmacist services", "individual first-aid kit", which are reflected in advertising texts, are relevant for pharmaceuticals. In every country, pharmaceutical advertising ranks highest after food advertising. The text of an advertised pharmaceutical product can contain valuable information for the consumer, those advertisements that are quoted in social networks, the media, television and radio companies are the example of them. The advertising text has the task of attracting a large audience of consumers or creating a competitive environment.

As a cliché in the texts of pharmaceutical advertisements, full or short versions of proverbs can be used. Due to the fact that paremias are easily perceived sentences or mini texts, being included in the texts of advertisements for pharmaceuticals, they can make the content memorable for interested people. A bright and appropriate paremia can become an impetus in the promotion and sale of medicines or the

range of services provided, since the text of an advertisement for pharmaceutical products must prove the advantages of this drug over others advertised on the market.

A simple replacement of a component is also observed in advertising for a hair balm recommended as a remedy for a dermatological (skin) disease. The advertiser refers to the prison proverb mentioned by A.I. Solzhenitsyn in the work «Архипелаг ГУЛАГ» – «*Не верь, не бойся, не проси*». The text of the balm advertisement is formatted as follows: «*Псило-бальзам: Не верь! Не бойся! Не чеши!*». The author adds the name of the remedy to the beginning of the saying, and in the final part he introduces a combination with a negative particle **не** - «**не проси**» to «**не чеши**», indicating the symptoms of skin diseases.

When creating an advertising text in Uzbek, which contains useful information about traditional medicine, about the properties of medicinal herbs used in the treatment of diseases, advertisers turn to folk wisdom: “Dard borki, darmon bor” (“There is pain, there is also a remedy”). This wisdom has long existed among the people and acts as a core formula in the syntactic construction of the text of the following advertisement in Uzbek: “Dard borki, darmon ham bor. O'simliklar bilan davolash”. This advertising text contains two independent sentences; the first reflects folk wisdom, and the second interprets the method of treatment with medicinal herbs.

One of the significant functions of medical vocabulary in the advertising text is the pragmatic function of disseminating important and useful information among the population. Such advertising has the power to agitate and promote the prevention or treatment of a number of diseases, the solution of issues related to public health, etc.

Another function of medical vocabulary is substitutive, which allows replacing the nationwide non-terminological names of diseases with strictly scientific terms that neutralize the folk nomination that is unpleasant or indecent for communication.

An important function of medical vocabulary can be called the promotion of advertised goods and services, which is achieved by various language means and techniques. In particular, this is the manipulation of the interests of the target audience by promising discounts, incentives, additional services or volumes, announcing restrictions on the number of goods or the age of the user. Such a mental impact can be actualized in all types and types of advertising [3].

G.T. Karimova notes: “... in the texts of newspaper medical and radio advertising, the compositional content and speech structure plays an important role, since, firstly, this allows you to clearly structure the text of the advertisement, which favorably affects the advertising text itself, and secondly, thanks to these structures, it is possible to enhance the impact of the advertising text on the reader and listener” [5].

According to D.Sh. Mamirova, “at present, representatives of different professions and ages are watching ads, but young people occupy a particularly important place among them [6]. In our opinion, the adult audience is in no way inferior to the youth in the degree of interest in viewing advertisements, especially in relation to advertising of medical services and pharmaceuticals, which is mainly watched by older people, since they, due to various kinds of age-related changes, have to take more care of their health. As for jargon, its use in official communication with the general population should be limited in general.

In advertising texts in the Russian and Uzbek languages, not only the words-terms themselves that name medical vocabulary are important, but also well-composed syntactic constructions of varying degrees of complexity. Properly selected verbs and adjectives for nouns saturate the text with the necessary information, enrich it and make it more expressive, and, consequently, more effective on the minds and emotions of consumers. For example:

- in Russian advertising texts, phrases are mainly formed by linking medical vocabulary with present tense verbs, as well as with complex adjectives, for example: “**Новэкс облегчает БОЛЬ и**

смягчает РАЗДРАЖЕНИЕ в горле. Двойное антибактериальное действие” (*Novex relieves PAIN and soothes IRRITATION in the throat. Double antibacterial action*) - relieves pain, softens irritation - what does it do?; double antibacterial action - what?;

“АЭРОЛЕТ растительное происхождение. Расширяет бронхи. Облегчает кашель и отхождение мокроты. Нормализирует дыхание” (*AIROLET plant origin. Expands the bronchi. Eases cough and expectoration. Normalizes breathing*) - expands the bronchi, relieves coughing, facilitates sputum discharge, normalizes breathing - what does it do?;

“Реацентр Ташкент Микроотоковая рефлексотерапия в Бухаре 5 июня 2021г.” (*Reacenter Tashkent Microcurrent reflexology in Bukhara, June 5, 2021*); “Автоматический тонометр Protech на предплечье для измерения давления.” (*Automatic tonometer Protech on the forearm for measuring pressure*). In the first text of the advertisement, the phrase "microcurrent reflexology" forms the full name of the method of treatment and rehabilitation of children, which consists of the adjective microcurrent (what kind of?) and the noun reflexology (what?). In the second text of the advertisement, the phrase “автоматический тонометр Protech” (Protech automatic blood pressure monitor) indicates the name of a high-precision medical device that independently measures blood pressure and pulse; it is formed using the adjective automatic (what kind of?) and the noun Protech blood pressure monitor (what?); in the following example, the name of the vitamin consists of a loanword of English origin "супер" (super) in the first part of a compound word to convey the quality of the item: “СУПЕР ВИТАМИНЫ ЛАЙНУСА ПОЛИНГА для СУПЕР ЗДОРОВЬЯ” (LINUS PAULING'S SUPER HEALTH VITAMINS);

- in the text of an advertisement in Uzbek, the name of an object of medical equipment may consist of a phrase that is formed by combining an adjective with a noun in Russian “бесконтактный термометр” (non-contact thermometer- what?, and in the text of the advertisement it is written in capital letters of the Russian alphabet in order to clarify the type of medical device to measure body temperature. “БЕСКОНТАКТНЫЙ ТЕРМОМЕТР Eski sifat yangi narxlarda, yangi dizaynlarda!!!! Germaniya bn SP zavod, sifatiga 1yil kafolat. Davlat nazoratidan o'tgan, sertifikatlashtirilgan!!! To'lov istalgan usulda!!! Murojaat uchun: +998901853613. (NON-CONTACT THERMOMETER Old quality at new prices, new designs!!!! Germany bn SP factory, 1 year quality guarantee. Passed state control, certified!!! Payment in any way!!! Contact num.: +998901853613».)

Thus, the advertising text containing medical terminology, from a linguistic point of view, is characterized by the active use of stylistically marked vocabulary, especially with a positive evaluative meaning, verbs in the form of the imperative and the present tense of the indicative mood. Effective is the advertising discourse transmitted through television and Internet resources. The importance and effectiveness of these means of relaying text lies, firstly, in the huge amount of audience coverage, and secondly, in the fact that viewers of TV shows and Internet sites will not switch from one channel to another without any sharp reasons during the transmission promotional video.

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