



 Research Article

## ABOUT WORD USE IN MODERN MEDICAL ADVERTISING TEXTS

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### ABSTRACT

This article discusses aspects related to modern medical advertising texts and the use of words in them. The opinions expressed by the author are substantiated by medical advertising texts published by mass media.

### KEYWORDS

Medical advertising text, addressee, effect, treatment.

### INTRODUCTION

Twenty years ago, Russian researcher Igor Molchanov said: "Modern advertising is a terrible force. "Wizards" in white coats, who tell us from the TV screen, "Association of Dentists, Therapists, Gynecologists recommends ...", often have more influence than the advice of real professionals [1]," he said. This idea, which has become a fact that does not require proof, is still relevant today. Sometimes, the "live" advice given by doctors to us about taking medicine seems

weaker than the drug commercials that are regularly shown on TV, and more precisely, unreliable. We often try to self-diagnose and self-medicate based on the "brief" medical knowledge we get from medical advertisements in the media. We are even interested in why there are no medicines that we know about in the medicine (prescription) provided by the doctor for our treatment. This alone is proof that medical advertising has become an integral part of our

daily lives. This points to the need for copywriters to increase their responsibility for creating medical advertisements. Advertisers are responsible for ensuring the effective promotion of medical products and medical services, as well as the reliability of the information provided in the advertisement, as well as the safety of human life. As there are two sides to a coin, advertising is also an important factor in business development. Advertising is not called "the engine of the economy" for nothing. For this reason, copywriters use a number of methods to increase the effectiveness of advertising. They strive to create advertising texts that can "sell" any product (service). After all, effective advertising is the guarantee of business success.

It is necessary to be very careful about the task related to the use of words in medical advertising texts:

- They wait for my cures as if they are waiting for a miracle. I use my skills every day. I felt a heaviness in my right side and was examined. I have a problem with my liver.

Essentiale Forte N has a triple effect and regenerates liver cells. (From the advertising text of the drug "Essentiale Forte N").

This advertising text uses the phrase "I felt a weight on my right side" in order to ensure simplicity and comprehensibility for everyone. On the one hand, this sentence seems to be used correctly. However, if the addressee who watches the advertisement has a pain in the right side, the conclusion is that it is necessary to take "Essentiale Forte N". However, the heaviness on

the right side may not be related to the liver, but to another body organ altogether (for example, the pancreas, gall bladder...). As a result, it is not out of the question that the medicine taken due to the information in the advertisement will have an adverse effect. It is true that the text of the advertisement implicitly expresses the content of the sentence "I consulted a doctor" through the phrase "I passed the examination". However, this sentence remains in the background, as irrelevant information for the addressee. Because a person begins to search for a solution to the problem that is bothering him, including his health, without knowing it through his subconscious mind. The psychological effect transmitted through the advertising text encourages the addressee to accept the advertised medicine. In our opinion, it is necessary to be careful when referring to pain in a particular organism in the text of medical advertising related to drug promotion. Also, the psychological impact in medical advertisements should be reduced compared to other advertisements (because medical advertising is not a kind of artistic promotion of "Coca Cola", which aims only at profit). After all, the issue of human health is in the first place in medical advertising.

When we look at medical advertisements, especially in drug advertisements, the drug being promoted is shown as a pain reliever, anxiety reliever:

Don't let the headache scare you anymore. "Trimol" rushes to help you (from the advertising text of the drug "Trimol").

In the mind of the addressee, familiar with the advertisement, information is formed that if he feels a headache, he should take "Trimol". Some recipients regularly take the advertised medication every time they experience a headache. However, a headache is not just a result of exhaustion, stress, but can be a sign of serious diseases (for example, a tumor). If the addressee, who believes in the advertisement, has been relieving the pain with "Trimol" for years without knowing the real cause of the pain in the head, it is out of the question that the disease, which was not treated in time, will cost him his life. Self-diagnosis, relying on advertising, does not lead to good results. It turns out that there are people in the society who believe in advertising and make a choice for their health. In order for such people not to experience the above unpleasant condition, in the texts of drug advertisements, "Regular use is prohibited." In case of chronic pain, it is recommended to consult a doctor" sentences should be used. These sentences should be pronounced separately in television commercials to attract the attention of the addressee, and should be expressed on the screen in large letters. Medical advertisements are an important tool for forming the medical culture of the population, as well as improving their medical knowledge.

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