

## LINGUISTIC SOCIAL ASPECTS OF MEDICINES ADVERTISING

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**Introduction.** Lately, the advertising of medicines has become a factor which is of a great influence on their production and sale. In this view, the advertising text undergoes a comprehensive analysis, and the research of its linguistic and social aspects is particularly important. The relevance of the research topic is due to the fact that the study of the language of commercials reveals linguistic and pragmatic features that help to better present it in the advertising market, and also the need for systematic analysis of the social essence of advertising as a way of influencing consumers, who can be consciously or not consciously influenced.

Object of research: medicines advertising.

Subject of research: linguistic and social aspects of medicine commercial.

**Aim.** The research is aimed to analyze advertising as a component of the pharmaceutical market, describe the main structural and semantic features of the Ukrainian-language slogan and identify typical language models and the components in their structure that can be used to manipulate human's mind.

**Materials and methods.** To analyze the slogans, we used Internet sources and advertising videos of medicines posted on the video hosting "Youtube".

**Results and discussions.** The advertising text consists of the following structural and semantic components: title, main text, slogan.

The title attracts the attention of the consumer, so it must be strong in action and specific in content. Its aim is to make the main text readable.

The slogan is the main idea of the advertising campaign, which reveals its essence. It should be short, original and memorable.

During the analysis of various advertising videos, it was found that the phonetic design of slogans acquires special importance, because advertising is often an audiovisual way of influence. The most commonly used alliteration – repetition of consonant sounds to enhance intonation and semantic expressivity:

*Sodox. Reliable sleeping pill.*

*Colicid. From colic and distention from the first days of life.*

Rhyming helps to assimilate, memorize information better. This may be due to the fact that most medicines have complicated names that are difficult to remember. Moreover, the advertising of many medicines is realized in the form of songs that do not only help to remember the name and attract attention, but also entertain the audience:

*Якщо кашель у дитини,*

*Це проблема для родини.*

*Відтепер спимо позмінно*

*Неодмінно, неодмінно.*

*Ліків даємо багато,*

*Щоби кашель подолати.*

*Щоб мокроту розрідити*

*Сироп «Аброл» потрібно пити.*

*Аброл одужанню сприяє,*

*Мокроту з бронхів усуває.  
Амброл. Розріджує мокроту.  
Амброл. Спасибі за турботу.  
Якщо кашель докучає,  
Амброл сироп допомагає!*

To increase the sensory-linguistic influence, the linguistic means are used. They include stylistic devices and expressive means. The most common are metaphors, epithets, and personifications:

*When your life is ruined by a headache, take Solpadein-Active  
Hurricane in the stomach - take "Espumizan".  
Pinosol. Contains natural essential oils of pine, eucalyptus and mint.*

We see that in advertising language tools are widely used that appeal to the emotions. These are metaphors, personifications, epithets, rhymes. There can also be anaphors, gradations, exclamatory sentences, rhetorical appeals. They attract and hold the consumer's attention, saturate the text with expressive images that are long-stored in the memory of recipients of advertising messages.

As for the syntactic arrangement, most slogans include one-part sentences. It is in such constructions that the name of the medicine appears as the name of the topic, and the further context contains specific information about medicines: their aim, methods of action, consequences of treatment, etc. In slogans with the structure of a two-part sentence, the name of the medicine is most often used as a function of the subject, and does not appear as a separate one-part sentence of the nominative type.

*Hexoral. Feel yourself, not your throat.  
Cetrine acts in the center of allergies.  
Novopasit. You fit the balance.*

**Conclusions.** After analyzing the texts of medicines advertising in terms of lexical-semantic, phonetic and syntactic components, we came to the following conclusions. A special place among advertising products is occupied by the slogan, which is a kind of theme, motto. Structural and semantic organization of advertising is an effective factor in the formation of demand. Syntactic organization of advertising text is one of the effective ways to increase the impact of advertising on the consciousness and actions of the reader. Among the advertising texts analyzed, one-part sentences dominate. In the two-part sentences simple structure dominates. In the medicines advertising a variety of language tools is used: phonetic, phraseological, lexical ones. Advertising creates an attractive image of the product, seeks to retain the attention of the consumers. So, the language of advertising is half the battle.

## **THE IMPORTANCE OF LEARNING PROFESSIONAL ENGLISH FOR THE FUTURE PHARMACIST**

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**Introduction.** The recent advances in technology have led to an increase in global competition in the pharmaceutical industry. The pharmaceutical companies begin to operate internationally, often outsourcing offshore locations and partnering with international partners for