

# **ANALYSIS OF SLOGAN AS AN OBJECT OF ADVERTISING OF PHARMACEUTICAL PREPARATIONS AND PRODUCTS OF MEDICAL DESTINATION**

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The actuality of this theme is conditioned the growing value of advertising in the life of modern society. Slogan is the most perceptible part of publicity text.

The subject of the investigation is the feature and specificity of advertising slogans of pharmaceutical products. The providing of the purpose of the investigation foresees the realization of the following tasks: to investigate the term “slogan”, to review modern conceptions, to do own complex classification of slogans; to discover and probe the features of creation of slogan; to investigate the publicity slogans of pharmaceutical products as to morphological, lexical, stylistic and syntactic features. A base is made by over 200 slogans of TV publicity rollers of pharmaceutical products. Linguistic features of slogans: use of pronouns “Your, Our” for creation of the impression that the choice of these medicines belongs exactly to them and he is already done; the use of imperative mood of verb for stimulation of positive choice of buyer; using of numerals for underlining of exclusiveness of means; and also the syntactic constructions of different types are used: ellipses, broken structures, incomplete suggestions, repetitions, nominative suggestions, advantage to simple sentences, which give dynamic, expressivity to publicity information, interrogative suggestions are used (a question describes a problem, an answer for such question is acquisition of the advertised mean). For creation of texts of publicity slogans different stylistic forms, stylistic figures are used. such, for example, as: puns, remade phraseological units, hyperbolae and metaphors, litotes and others like that.

It is possible to do conclusion, that a publicity slogan is inalienable part of successful publicity campaign. Every slogan must contain a «spirit», its presence contributes to memorizing, and as result — positive choice of user and the increase of demand for goods. To this purpose one use the special syntactic constructions, specific vocabulary, facilities of stylistic and graphic expressiveness and others like that. A few elements for bringing in of attention can be used in one slogan. However we must not forget about enormous responsibility before consumers because their conscious or unconscious choice can cause damage to the health. Therefore, to our opinion, publicity slogans (and rollers, that they are accompanied) must not create feeling of imaginary lightness in the decision of medical problems and popularize self-treatment.