

Motives in medical advertising texts

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Abstract: It is well known that advertising means informing the public about a product or service, explaining its advantages and opportunities. This process takes place mainly through language. Advertising conveys certain information to the public during the promotion of the product, and at the same time has a rapid impact on its mental and intellectual state. The potential of our native language is also reflected in advertising. From this point of view, the social and pragmatic study of medical advertising is relevant. This article discusses the motives that are widely used in advertising to motivate consumers to buy a particular medicine. These views are supported by the example of medical advertisements in the media.

Keywords:

Introduction

The decree of the President of the Republic of Uzbekistan dated October 4, 2019 "On the worthy celebration of the 30th anniversary of the Law" On the State Language "(October 21, 1989) and October 21, 2019 Particular attention was paid to the issue of "radically raising the prestige of the Uzbek language in the social life of our people and in the international arena. In particular, "In the context of globalization, the urgent task is to preserve the purity of our national language, increase its vocabulary, create Uzbek alternatives to modern terms in various fields, to ensure their uniform use". Another important task is the full use of the state language in fundamental research, industry, the banking and financial system, jurisprudence, diplomacy, medicine and other areas. The tasks set out in the Concept for the Development of the Uzbek Language and the Improvement of Language Policy for 2020-2030 have paved the way for the study of the language-speech-cultural relationship of medical personnel, including speech phenomena. In addition, the study of the language of medical advertising is also important for the development of field linguistics. The abundance of medicines in the medical world today makes it difficult for the population to choose which medicine. Of course, the consumer's choice depends on many factors. Observations show that when choosing a medicine, the buyer relies primarily on the advice of friends and relatives, the advice of doctors, their own experience and Medicine advertising.

Medicine advertising plays an important role in the selection of a particular medicine. It creates certain stereotypes and motivates the consumer to take action. Exploring these stereotypes and motives of potential buyers is important for exploring the pragmatic nature of Medicine advertising.

Literature review

Theoretical and practical aspects of the advertising text, linguistic features in world linguistics T.Westergaard, N.Kokhtev, D.Rozental, A.Akoun, K.Garry, K.Bove, U.Arens, T.Kolishkina, Y.Medvedeva, Y.Golovleva, E.Bulatova G.Litvinova, E.Anasimova, A.Dulyaninov, L.Mayevskaya, Y.Pirogova, N.Gurskaya, S.Martinova, I.Moiseyenko and many other scientists.

In Uzbek linguistics, A.Abdusaidov's articles "Advertising language", "Advertising and literacy", F.Muminov, T.Eshbekov's "Advertising art" lectures, as well as D.Mamirova's master's dissertation on "Sociolinguistic research of advertisements in Uzbek language" and B. Abdullayev's dissertation "Advertising Linguistics: Theory and Practice" in the dissertation of Doctor of Philosophy (PhD) in philology.

In the following period, a new interpretation in the study of advertising language - lingvopragmatic analysis - was introduced and began to develop rapidly. Advertising texts are Philosophical Readings XIII.4 (2021), pp. 2321-2325. 2321

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mainly aimed at specific target groups, who perceive the advertising product to some extent as a consumer and aim to make a decision in their minds. The issue of the recipient's acceptance of the information given in the advertising discourse has led to cognitive-pragmatic research [1. 7

Results

The term "motive" is derived from the French word "motive", from the Latin word "moveo", which means "action". In psychology, "motive" is interpreted as a factor, a factor, that causes a person to achieve a specific goal in human activity [11]. Motive is an internal motivation that motivates an individual to action and activity, emerging as a higher form of need. In general, motive is the driving force of a person. Naturally, the use of motives in advertising also serves to expand the audience of buyers of the advertised product.

In order to motivate your target audience to make a specific purchase, it is important to consider the following in the advertising of medical devices:

- 1) the main emphasis in advertising is on strengthening and improving human health;
- 2) the advertised medical devices are an important impetus for the prevention of the disease;
- 3) people's desire to be healthy;
- 4) actions that a person takes to improve their appearance and overcome problems such as weight loss.

Advertising scientists A.Krilov and O.Zuenkova's study "Advertising of bioactive medicine s and vitamins" discusses the active use of rational and emotional motives in the advertising of medicine s [4].

Discussion.

Below, we try to analyze advertising texts based on motives.

1. A rational motive is a motive that directly affects the consciousness of the addressee, and it has the following manifestations

The motive of ease of use.

The main emphasis in medicine advertising with this motive is on the convenience of taking the medicine (or medical device). Naturally, this is reflected in the texts of medical advertisements:

Kotex is not only protective, but because of its soft, mesh surface and fast-absorbing center, I feel one hundred percent confident and comfortable. Kotex is moving forward every day! (From the text of the Kotex medical tool ad).

Convenience during the day in Korea (From the text of the Korean medicine ad).

Entrust your cough to ACCs to keep things going smoothly. You just have to be more discriminating with the help you render toward other people. (From ACC medicine tool ad text).



Motive of influence of individual substances.

In this case, the positive properties of the substances contained in the medicine are conveyed to the addressee:

... Contains lanolin,
Both provitamin B5,
It will heal if you use it.

Thousands of mothers

Believe it or not (from the ad text of the medicine Bepanten).

The motive of saving treatment time. *Creon is made up of hundreds of enzymatic minimicrospheres that begin to take effect in just fifteen minutes and improve digestion (from the ad text of the medicine Creon).*

Reliability and warranty motive. *From the first day I took the antibiotic, I believe my gastrointestinal function is protected with Linex forte. From the first day of taking Linex Forte antibiotics (from the ad text of Linex forte medication).*

Security motive. *Thromboplasm eliminates the risk of heart attack and stroke. It does not damage the gastric mucosa due to its soluble intestinal mucosa. (From the ad text of Thrombopol medicine). In all cases of allergies, sleep is not required, once a day. (Loratal medicine tool from the ad text).*

Optimal content motive. *Lamifaren is 100% natural and contains about forty micro and macronutrients, vitamins and polysaccharides (from the ad text of the medicine Lamifaren).*

Espumizan contains semiticon. It breaks down gas bubbles and you feel normal (from the ad text of the medicine Espumizan).

2. Emotional motives affect the feelings of the addressee. It has the following features:

Taste motive. Usually, when it comes to taking medicines, especially by ingestion, many people think that the medicine has a bitter, bitter taste. Of course, it is important for advertising to lose this perception of the addressee. For this reason, the text of medical advertisements (especially the texts of ingested medicines) emphasizes the motive of taste:

Septotele total! Your throat is your strength!

Now in a new taste! (from the ad text of medicine Septotele total).

Motive of beauty, youth, harmony. The primary purpose of such advertisements is to inculcate in the addressee the beauty of life, which only a healthy person can fully experience. *Lazolvan, best moments with you! (Lazolvan medicine tool from the promotional text). Loratal. Harmony with nature (from the text of the advertisement Loratal).*

The motive of fear and getting out of trouble. Emphasis is placed on stress, risk, illness, protection from problems, and the need for medication. *I love to hug and laugh with my loved ones. And when you have a stomach ache, hugging is unthinkable. Noshpa affects where you want it. As a child, our mother used to caress us and help us to relieve pain and spasms. Nosh-pa with abdominal pain. Sanofi France (from the ad text of medicine No-Shpa).*

More stress, fatigue, eating on the go... can result in not only pain in the abdomen, but also diarrhea or constipation, as well as rest. These symptoms can be a sign of a single problem: 'glaze syndrome. Duspatalin is designed to relieve these syndromes. It relieves pain and spasms in the abdomen and helps to restore bowel function. Dyuspatalin! Soo the an upset stomach (from ad text of medicine No-shpa).



Modernity, leadership motive. - *It's not easy to be an actress: photos, gifts, fame... - Dad, am I allergic to fame? - You are allergic to strawberries. Zodak! Allergy-free, happy moments... Sanofi France (from the ad text of Zodak).*

Motivation to care for children. This motif is widely used in the advertising of medicines for children: *What helps my baby's ventricle to function properly? Linex dlya detey its bifodobacteria help prevent digestive disorders as well as in the intestines of children and restore the intestinal microflora. The holiday table is not an excuse to relax. Linex for children- support from the first day (Linex for children from the ad text)*

Let the baby's stomach ache only when he laughs out loud. Ready to take Enterojermina suspension in gastrointestinal disorders. Enterogermin helps to restore the intestinal microflora. En-te-ro-jer-mi-na (from the advertising text of Enterojermina).

Research suggests that a two-way motive is predominant [2]. However, during our observations, we have seen that the three-pronged motive is actively used in medical advertising. Observations: *Three-way power: relieves pain, redness and infection. Exoderyl acts in three ways to reduce irritation and redness. (from the ad text of Exoderyl). Valtaren has a threefold effect for the treatment of pain, inflammation and swelling (from the ad text of the medicine Valtaren). Essensiale forte N has a three-pronged effect, regenerating liver cells. (from the ad text of Essensiale forte N).*

Summary.

Health is one of the most important needs of the consumer and therefore this topic is widely used in the advertising of medicines. The observations revealed that a number of factors influence the decision of the addressee to purchase and consume a particular medicinal product. As a result, it became clear that most of the advertising messages address factors related to topics such as health, disease prevention, healthy lifestyle, appearance. It is important to pay attention to the motives when creating advertising texts, especially medical advertising texts. Observations have shown that emotional motives are actively used in medical advertising.

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