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**VISION**

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

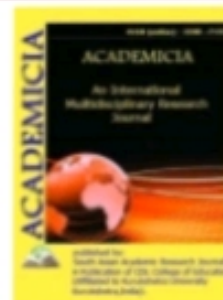
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### THE ROLE OF METHODOLOGICAL FIGURES IN MEDICAL ADVERTISEMENTS

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#### ABSTRACT

*In recent years, there has been a growing interest in the study of the media. In particular, the study of the language and style of advertising, which has become a major tool in the media, is gaining more and more attention among scientists. In modern society, advertising texts play the most important communicative function. This is not surprising. Because in a free market of goods and ideas, "advertising is the engine of development." One way to create a bright emotional image in advertisements is to make effective use of stylistic figures in them. This article discusses the use of stylistic figures in advertising, such as repetition, antithesis, anaphora, assonance, inversion, gradation, etc., as a means of increasing their effectiveness. These ideas are explained in the example of medical advertising texts. Stylistic figures not only make the advertising text attractive and effective, but also help the advertised product to be quickly imprinted in the minds of the recipient.*

**KEYWORDS:** Advertising, Medical Advertising, Advertising Text, Addressee, Stylistic Figure, Poetic Syntax, Repetition, Anaphora, Assonance, Gradation, Melody, Inversion, Ellipsis.

#### INTRODUCTION

It is known that advertising means informing the population about a product or service, explaining its advantages and opportunities [17, 266]. Advertising (Latin "advertising" - shouting, shouting) - information about the quality of goods, the benefits of their purchase; special information about legal entities and individuals or products for direct or indirect profit (income) [11, 300]. The Uzbek Explanatory Dictionary also explains that the word advertising has three meanings:

1. Information about these goods and services in order to inform consumers about certain types of goods or services in the economy, to create or increase demand for them.
2. Dissemination of information about a person, organization, thing in order to promote it.
3. An advertisement, poster issued for this purpose [13, 374].

Claude Hopkins, one of the world's most famous advertisers, wrote in his 1923 book, *Scientific Advertising*, "summer is short, it saves people time!" [14, 45]

Advertising texts in world linguistics have been studied by a number of scholars such as T.Vestergaard, A.Akoun, N.Kokhtev, Y.Golovleva, A.Dulyaninov.

In Uzbek linguistics, A.Abdusaidov's monograph "The social essence of the Uzbek language", articles "Advertising language", "Advertising and literacy", F.Muminov, T.Eshbekov's "Advertising art" in the text of lectures, as well as in D.Mamirova's master's dissertation on "Sociolinguistic study of advertising in the Uzbek language" studied advertising from a linguistic point of view.

### THE MAIN FINDINGS AND RESULTS

One way to create a bright emotional image in advertisements is to make effective use of stylistic figures in them. In philology, methodological figures are called "syntactic figures", "rhetorical figures", "speech figures" and even "poetic syntax". It is worth recalling Cicero's words: "The use of words in figurative senses is slow, first of all, because of the semantic poverty of the words in the dictionaries. -the need for slow beauty and charm continued to expand their meanings. It's as if clothes were originally designed to protect against the cold, and later became a form of clothing that adorns the body."

In fact, artists are constantly searching for the appeal of speech. They try to find new ways to express them. As a result, the number of stylistic figures in the language of fiction is quite large and plays a significant role in the emergence of artistic influence.

A review of the evidence in the scientific literature suggests that these figures are antithesis, apacopa, asindeton (incoherence), assonance, gradation, diathesis, sound imitation, oxymoron, paronomasia, parallelism, counting, rhetorical appeal, reduction, silence, ellipse, inversion and many of them live in modern poetry, including Uzbek poetry.

The existence of about thirty types of repetition alone, such as alliteration, anaphora, refrain, pleonasm, tautology, commentary, epiphora, epistrophe, repetition, testifies to the breadth of expressive possibilities in artistic style. Of course, such tools also play an important role in advertising. The use of stylistic figures in medical advertising, in particular, attracts the attention of the addressee.

### RESULTS AND CONCLUSIONS

**Repeat in medical advertisements.** Repetition serves to reinforce meaning, intensity, and emotion. The speaker realizes that the phrase does not fit his senses and tries to fill the quality with quantity. This causes repetition. Repetition characterizes emotional speech [5, 103]. The use of repetition in medical advertising is significant. We observe:

*Not right now*

*Not right now*

*Not right now*

*No, no, no,*

*Not right now! (From the text of the drug Stopdiar)*

*Pain can be different: sharp, squeezing, sharp... Pain, ache, pain! Stop! There is a tempalgin. Tempalgin contains two components: the first relieves pain, and the second relieves nervous tension. Tempalgin is an effective remedy for various types of pain. Tempalgin without nervous tension.*

*(Tempalgin drug from the ad text)*

*You can't anymore*

*You can't anymore*

*You can't anymore !!!*

*If you have enough magnesium in your body, it is easier to stay calm during pregnancy. (From the text of the Magne B6 drug kit)*

*Loranex works against allergy symptoms for 24 hours. Loranex is recommended for children from one year of age. Life is good without Loranex allergies! (From the text of the drug Loranex)*

**Super fruits, super hair! Super you! (From the ad text of Fructis)**

In the above-mentioned advertising texts, the method of repetition, in addition to expressing thoughts and feelings, served to enhance the effect, to exaggerate the intonation. At the same time, it serves to ensure that the text of repeated advertisements, especially the name of the drug, is quickly preserved in the minds of the addressees.

**Antithesis in medical advertising.** Antithesis is a form of stylistic figure that compares conflicting concepts, ideas, images, and individuals to describe expressive situations in order to enhance expressiveness in speech. Advertising texts also contain antithesis:

*Less effort for more profit! Go to Persil! (Persil tool from the ad text)*

*Fewer and more* antonyms in the ad text are antithetical. It turns out that the use of antonyms creates a great image of the art of antithesis, which provides some effectiveness in advertising.

**Anaphora in medical advertisements.** It is well known that an anaphora is a line in a poem or verse, a word or phrase at the beginning of a sentence that is repeated exactly at the beginning of the verse. [11]

*If you have a fever,*

*If you have a headache,*

*If the toothache doesn't calm down,*

*Helps kupen.*

*Kupen, it hurts,*

Tablets and gel cups. (Kupen drug tool from the ad text)

**Assonance in medical advertisements.** Assonance is derived from the Latin word "assonare", which means "melody". Used to add tone to a text, to express expressiveness. Assonance is a poetic verse, especially in the form of rhyming words, which gives the speech integrity and originality:

*Mothers are happy with our bipanten,*

*Our little baby in safe hands. (From the text of the drug Bipanten)*

*Rest on your stomach,*

*Healing espumizan. (From the text of the drug Espumizan)*

*Every moment with Femini*

*A reliable and bold step. (From the ad text of the Femini tool)*

The rapid memorization of the ad text is also due to the melody that results from the assonance.

**Inversion in medical advertisements.** In linguistics, the term "inversion" is used to refer to a change in the usual order of parts of speech. Inversion is mainly used to give an emotional-expressive spirit to a speech by emphasizing a part of speech. Naturally, this methodological figure is widely used in advertising texts. We observe:

*Don't let the headache scare you anymore (from the text of the drug Trimol).* In fact, it should be in the form of "Don't scare the headache anymore".

*When a child has a stomach ache, only when he laughs out loud (from the text of the drug Enterogermina).* In fact, it should look like, "A baby's stomach hurts only when it laughs hard."

*Rest in the womb, healing espumizan! (From the text of the drug Espumizan).* In fact, it should be like, "Espumizan is a cure for stomach aches." It is important to pay attention to one aspect of the advertising text. If the text of the advertisement was presented in accordance with direct syntactic norms, the process of preservation of the advertisement in the minds of the addressee would be very slow.

**Gradation in medical advertisements.** The word "gradation" means "degree." Gradation is also the result of the desire to emphasize certain features and actions in things and events in human beings. There is a harmony of words. Characteristically, in gradation, the meaning of one word after another is stronger in meaning than the word that precedes it:

*Knee pain is always a surprise. But I'm not used to it. Tera-flex cream contains a painkiller and a base for joint construction. Therefore, tera-flex cream can not only reduce pain, but also strengthen the knee itself.*

*"I want to, I can do it, I do it." (From the text of Tera-flex cream advertisement).*

## CONCLUSION

In the words of Richard Harris, an American scientist who specializes in the psychology of mass communication, advertising is a "type of persuasive communication" and is used as an important

tool for influencing stylistic figures and making product information easier to remember. A number of methodological figures, such as repetition, assonance, antithesis, inversion, gradation, are widely used in Uzbek medical advertising texts. As a result, the synthesis of information and skills in the minds of consumers the creation process is easy.

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