
ADVERTISING AND ITS TYPES

(on the example of medical advertisements)

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Annotation. In this thesis, the appearance of advertising texts is described on the basis of the classifications of advertising scholars. Types of advertising are based on the example of medical advertising texts.

Keywords: advertising, medical advertising, information advertising, reminder advertising, referral advertising.

Today, advertising texts are endless and diverse. The classification of advertising texts depends on the communicative functions of advertising, the characteristics of the advertised product. Below we provide several classifications of promotional texts that allow us to review and compare the types of promotional texts suggested by different researchers in the field.

The Law of the Republic of Uzbekistan "On Advertising" lists the following types of advertising: a) false advertising; b) covert advertising; c) comparative advertising; d) social advertising; e) advertising on television and radio; f) advertising in print media; d) advertising in the form of telephone and documentary telecommunications; h) outdoor advertising; i) advertising in transport and mail; j) advertising of medicines, cosmetics and household chemicals; k) advertising of energy drinks; l) advertising of tobacco, tobacco products and alcoholic beverages; m) advertising of weapons; n) advertising of securities and services related to raising funds of the population; o) such as counter-advertising.

Scholar F. Kotler distinguishes three types of advertising depending on the purpose of the author of advertising: a) informative advertising; b) recommending advertising; d) reminder advertising [1. 20].

Informative advertising is also called information advertising. The advertisement provides detailed information about the new product being advertised. This type of advertising is mainly aimed at creating first-rate demand during the marketing phase of the product. For example: A healthy liver is the key to a perfect life. But bad habits, alcohol, and drugs are always affecting him. Karsil protects the liver from toxins and promotes its recovery. Karsil is a strong protection for the liver (Karsil drug from the text of the advertisement).

Recommended advertising texts describe the specific features of a particular product, its advantages over other products. It is recommended that the recipient purchase the advertised product. Medical advertisements also mention the need to take a specific medication to treat health problems, and recommend the use of a drug to treat the disease: Kupon gel is an analgesic and anti-inflammatory drug. Recommended for muscle injuries and back pain, muscle aches, toothaches, headaches, flu and sore throats. Kupon is recommended for pain (Kupon gel from the advertisement). We all like good food. But the joy of eating is lost due to the heaviness, discomfort and relaxation of the stomach. How can this be avoided?

Try Creon! (Creon drug tool from the ad text).

Note advertising is aimed at preserving the image of goods in the memory of consumers, maintaining awareness of the class of goods, reminding them where, when and under what conditions the goods can be purchased. Such advertisements differ from other types of advertisements in that they are short, aim to mention the product name and manufacturer. Follow-up: Anzibel in sore mouth and throat. It is given without a doctor's prescription. (Anzibel drug tool from the ad text).

Are the symptoms of allergies interfering with your life? L-Tset is your response to allergies! (From the text of the L-Tset drug tool).

Dierksen, an advertising researcher, argues that there are different types of advertising, such as brand advertising, corporate advertising, social advertising, and political advertising. In this case:

- a) commodity advertising of goods and services is the main task of encouraging consumers to buy goods;
- b) corporate advertising is also called "image advertising". The purpose of creating such advertisements is to enhance the reputation of the company, to create a favorable image;
- c) social advertising is aimed at promoting universal values, combating social evil;
- 4) political advertising is mainly used in the election process.

According to Serdobintseva, advertisements are classified according to the method of influencing the consumer (rational and emotional) and the method of expression ("hard" and "soft"). Rational advertising provides the customer with information about the product based on a formula to influence the logical argument. Emotional advertising focuses on a person's emotional factor, so it is usually based on experiences. "Hard" advertising is intended for short-term purposes, so it is bright and figurative, based on external influences. "Soft" advertising creates a comfortable emotional environment that informs the customer about the importance of the product [2. 19].

So, advertising texts and their appearance are different, they serve to expand the audience of the recipient.

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