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ACADEMIC RESEARCH IN EDUCATIONAL SCIENCES

SJIF 2021: 5.723

2021/03

VOLUME 2

ISSUE 3

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**THE JOURNAL OF
ACADEMIC RESEARCH IN
EDUCATIONAL SCIENCES**

ISSN 2181-1385

VOLUME 2, ISSUE 3

MARCH 2021



www.ares.uz



ACADEMIC RESEARCH IN EDUCATIONAL SCIENCES
SCIENTIFIC JOURNAL
VOLUME 2, ISSUE 3, MARCH, 2021

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TIBBIY REKLAMA MATNLARINI YARATISH USULLARI

Dilnoza Rasulovna Sobirova

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ANNOTATSIYA

Ushbu maqolada tibbiyotga oid reklamalarning adresat ongiga turli usullar vositasida yaratilgan matnlar orqali ta'sir qilishi va natijada reklama qilinayotgan dori-darmon iste'molchilari doirasining kengayishi xususida fikr yuritilgan. Tibbiyotga oid reklamalar yaratishning usullari ommaviy axborot vositalari orqali e'lon qilinayotgan tibbiy reklama matnlari misolida asoslangan.

Kalit so'zlar: tibbiy reklama, dori-darmon, reklama tili, adresat, muammoni hal qilish usuli, ta'sir.

METHODS OF CREATING MEDICAL ADVERTISING TEXTS

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ABSTRACT

This article discusses the effects of medical advertising on the human mind through texts created in a variety of ways, resulting in an increase in the number of consumers of the advertised drug. The methods of creating medical advertisements are based on the example of medical advertisements published in the media.

Keywords: medical advertising, medicine, advertising language, addressee, problem solving method, impact.

KIRISH

Bugun tibbiyot olamida dori-darmonlarning ko'pligi aholining qaysi tibbiy vositani tanlashini qiyinlashtirmoqda. Tabiiyki, iste'molchining tanlovi ko'plab omillarga bog'liq bo'ladi. Kuzatishlar shuni ko'rsatadiki, dori tanlashda xaridor birinchi navbatda do'stlari va qarindoshlarining maslahatlari, shifokorlarning tavsiyalari, o'zlarining tajribalari hamda dori-darmon reklamalariga tayanadi [5]. Dori vositalari reklamasi ma'lum bir preparatni tanlashda muhim rol o'ynaydi. Muayyan

stereotiplarni yaratib, iste'molchini harakatga chorlaydi. Potensial xaridorlarning ushbu stereotip va motivlarini o'rganish, tibbiyotga oid reklama matnlarini yaratish usullarini tadqiq etish g'oyat ahamiyatlidir.

ADABIYOTLAR TAHLILI VA METODOLOGIYA

Reklama matnining nazariy va amaliy jihatlari, lingvistik xususiyatlari jahon tilshunosligida T.Vestergaard, N.Koxtev, D.E.Rozental, A.Akoun, K.Garri, 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 va boshqa ko'plab olimlarning tadqiqotlarida o'rganilgan.

O'zbek tilshunosligida esa A.Abdusaidovning "Reklama tili", "Reklama va savodxonlik" maqolalari, F.Mo'minov, T.Eshbekovlarning "Reklama san'ati" ma'ruzalar matnida, shuningdek, D.Mamirovaning "O'zbek tilidagi reklamalarning sotsiolingvistik tadqiqi" mavzusidagi magistrlik dissertatsiyasida hamda B.Abdullayevning "O'zbek reklama lingvistikasi: nazariya va amaliyot" nomli filologiya fanlari bo'yicha falsafa doktori (PhD) dissertatsiyasida reklama tili tadqiq etilgan.

NATIJALAR

American Marketing Association ((AMA) Amerika Marketing Assotsiatsiyasi)ning ta'rifiga ko'ra, reklama – bu "aniq belgilangan mijoz tomonidan to'lanadigan va potensial iste'molchilar e'tiborini o'ziga xos vaziyatga asoslangan eng samarali usullardan foydalangan holda reklama obyektiga jalb qilinadigan g'oyalar, tovarlar yoki xizmatlarning taqdimoti va targ'iboti"dir [3. 98]. Tabiiyki, ushbu targ'ibotning ommalashishi, qolaversa, muvaffaqiyati to'g'ri tanlangan usul va mohirona tarzda yaratilgan reklama matniga bog'liq. Tibbiyotga oid reklamalarni yaratishning eng samarali usullaridan biri *muammoni hal qilish usuli* hisoblanadi. Ushbu usul o'z navbatida reklama qilishning boshqa usullaridan kompleks foydalanishga imkon beradi. *Muammoni hal qilish usulida* tibbiy mahsulotlar kundalik turmushdagi ma'lum bir ehtiyojni qondirish vositasi sifatida emas, balki salbiy hissiy vaziyat, salomatlik bilan bog'liq muhim muammoni hal qilish, muayyan xastalikni bartaraf etishdagi eng to'g'ri yechim sifatida reklama qilinadi. Xuddi shunday reklamani aniq amalga oshirishda mahsulotning asosiy funksiyalariga emas, balki uning "muammoni bartaraf etuvchi" sifatidagi roliga urg'u beriladi.

MUHOKAMA

Shuni ta'kidlash kerakki, bir qator tibbiy mahsulotlar uchun asosiy funktsiya aslida salomatlik bilan bog'liq bo'lgan u yoki bu muammoni bartaraf qilishdir. Bunday holda, uning ijobiy sifatlarini reklama qilish o'z-o'zidan "muammoni hal qilish" usulidan foydalangan holda amalga oshiriladi. Ushbu "muammoni hal qilish" usulining tarkibiy qismlari sifatida quyidagilarni keltirish maqsadga muvofiq:

1. Muammo. Tibbiyotga oid reklama matnini yaratishda dastlab salomatlik bilan bevosita bog'liq bo'lgan muammo keltiriladi. Tabiiyki, bu muammolar so'z vositasida turli vaziyatlar orqali ifodalanadi. Muayyan muammolar ko'pincha sog'liq, oila, martaba va kasb vazifalariga salbiy ta'sir ko'rinishida namoyon bo'ladi. Masalan, bunday muammo "ichak faoliyatining buzilishi" bo'lishi mumkin ("Dyuspatalin" dori vositasi): *Yana stress, charchash, yo'l-yo'lakay ovqatlanish... natijada qorinda nafaqat og'riq, balki diareya yoki qabziyat, shuningdek, dam bo'lish paydo bo'lishi mumkin. Ushbu alomatlar bitta muammoning belgisi bo'lishi mumkin: ichak ta'sirlanish sindromi* ("Dyuspatalin" dori vositasi reklama matnidan).

2. Muammoning yechimi. Odatda tibbiyotga oid reklamalarda muammoning yechimi sifatida reklama qilinayotgan preparatning qabul qilinishi tavsiya etiladi va ko'rsatiladi. Jumladan, Dyuspatalin preparatining reklamasida muammoni hal qilish uchun tabletka ichish kerak: *Dyuspatalin aynan shu sindromlardan xalos bo'lish uchun mo'ljallangan* ("Dyuspatalin" dori vositasi reklama matnidan). Yoki "Espumizan" dori vositasi reklamasida ham tabletkani ichish bilan muammo hal bo'ladi: *Qorin dam bo'lganida espumizanni qo'llab ko'ring* ("Espumizan" dori vositasi reklama matnidan).

3. Natija. Ushbu bosqichda reklama qilinayotgan tibbiy vosita qo'llangandan so'ng muammoning hal bo'lgani namoyish etiladi va bu reklama matnida ham o'z aksini topadi: *"Dyuspatalin qorinda og'riq va spazmni bartaraf etadi va ichak faoliyatini tiklashga yordam beradi"* ("Dyuspatalin" dori vositasi reklama matnidan).

4. Adresatlarda tibbiy vositaga nisbatan ishonch hosil qilish bosqichi. Iste'molchilarning "muammoni hal qilish usuli" samarali, sodda va tezkor bo'lishiga auditoriya ishonchini yaratish muhim element hisoblanadi. Shu bilan birga, "ijobiy natijaning soddaligi va tezligiga urg'u berish" usuli qo'llaniladi. Kuzatamiz: *"Bronxomunal virus va bakteriyalardan xalos etadi. Shamollash va uning asoratini davolaydi"* ("Bronxomunal" dori vositasi reklama matnidan), *"Bolaligimizda onamiz bizni silab-siypalaganidek ehtiyotkorlik bilan og'riqni spazm yo'qotishga yordam beradi"* ("No-shpa" dori vositasi reklama matnidan), *"Loratal allergiyaning barcha*

ko'rinishlarida uyqu chaqirmaydi, kuniga bir mahal" ("Loratal" dori vositasi reklama matnidan).

Tibbiyotga oid ayrim reklamalarda *"Adresatlarda tibbiy vositaga nisbatan ishonch hosil qilish"* yakka holda alohida usul sifatida ham qo'llanishi mumkin. Agar ushbu usul yakka holda qo'llansa, barcha reklama xabarlarini yuqoridagi sxema bo'yicha tuzilishi shart emas. Ko'pincha bu usul faqat bitta elementda amalga oshiriladi. Masalan, "Trombopol" preparati reklama roligi taklif etilayotgan mahsulotning bir nechta xususiyatlariga e'tibor berish bilan boshlanadi: *Trombopol infarkt va insult xavfini bartaraf qiladi. Ichakda eruvchan qobig'i tufayli oshqozonning shilliq pardasiga ziyon yetkazmaydi* (Trombopol dori vositasi reklama matnidan). *Kyupen gel og'riq qoldiruvchi va yallig'lanishlarga qarshi dori vositasi. Mushaklar shikastlanishida va bel og'rig'i, mushaklar og'rig'i, tish og'rig'i, bosh og'rig'i, gripp va tomoq og'rig'ida tavsiya etiladi. Kyupen og'riqda tavsiya etiladi* (Kyupen gel dori vositasi reklama matnidan).

Tibbiy mahsulotlarni reklama qilishning samarali usullaridan yana biri *Muammoni allaqachon bartaraf etilgan deb taqdim etish usuli* hisoblanadi. Bunda yuqorida qayd etilgan usullardan farqli ravishda tibbiy reklamalar adresatga salbiy his-tuyg'uni berish o'rniga faqat ijobiy kayfiyat uyg'otadi. "Pikovit" dori vositasi reklama roligi bilan tanishsak, unda biz besh yoshdagi Jasmina ismli qizaloq tilidan kattalarga xos bo'lgan fikrlarni eshitamiz: *"— Men katta bo'lganimda oshpaz bo'laman. Men oyimlardan ham mazaliroq pishirsam kerak. Chunki dadajonimga men pishirgan ovqatlar rosa yoqadi. Dadajon, mana tushligingiz ham tayyor! Farzandingiz muvaffaqiyati uchun vitamin va minerallar!"*

Yuqorida keltirilgan tibbiy reklama matni quvnoq, ijobiy deb qabul qilinadi.

XULOSA

Sog'liqni saqlash iste'molchining asosiy ehtiyojlaridan biridir va shuning uchun ham ushbu mavzudan dori vositalarini reklama qilishda muvaffaqiyatli foydalanilmoqda. Reklama xabarlarining aksariyati sog'liq, kasalliklarning oldini olish, sog'lom turmush tarzi, tashqi ko'rinish kabi mavzularga murojaat qiladi. Tibbiyotga oid reklama matnlarini tahlil qilish reklamada dori -darmonlar salomatlik bilan bog'liq muammoni hal qilish vositasi sifatida qo'llanilganligini ko'rsatadi.

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