



MEDICAL ADVERTISING ON TELEVISION AND PRESS

Sobirova Dilnoza Rasulovna

PhD Student of Bukhara State University

sobirova.2018@inbox.ru

Annotation

This article provides information on the publication of medical advertising texts in the media. There is talk of similarities and differences between medical advertising on radio and television and medical advertising in the press. The ideas cited are explained in the example of medical advertising texts.

Keywords: medical advertising, television, radio advertising, press, problem, solution, medicine.

Medical advertising texts are placed on television, radio, newspapers and magazines, as well as in public places as outdoor advertising. Medical advertisements on radio and television provide brief information about the advertised medical devices, while magazines and newspapers provide more complete, information-rich medical advertisements.

Medical advertising on television:

1. The problem. At the same time, medical advertising raises issues related to human health. "A little princess had a fever before a very important race. The king was very worried about his daughter. And the angel of goodness knew how to help the princess.
2. Solution to the problem. Medical advertisements on television portray the advertised drug as the only solution to the problem. The main features of the drug are summarized as follows:

Atsefenak kiddo:

- antipyretic;
- analgesic;
- anti-inflammatory.

(For children 3 months and older; without sugar and dyes).





3. Result. This reflects the situation after the use of the advertised medical device: the princess won and they lived a long and happy life.

If there is pain, fever,

Acefenac kiddo needs help.

The advertisement for Atsefenac is also written in a very simple language that is easy to understand. Most importantly, the general classification rhyming verses about medicine are:

If there is pain, fever,

Atsefenak kiddo need help!

provided that the text of the advertisement was more vivid than other types of advertisements. The slogan (two short lines), which is a key element of the advertisement, is presented in a way that reminds us of the main function of the drug, in which cases it can be used.

It seems that a poetic sentence has a stronger effect on a person than a simple text.

For example, the drug Stopdiar (in the example of the variant given in the journal)

"Stopdiareya - stop diar"

1. The problem. The newspaper writes that medical advertisements in magazines cover human health issues in more detail than TV and radio advertisements. For example, "In diarrhea, gastrointestinal dysfunction and accelerated digestion lead to thinning of the stool and increased urination and diarrhea. Usually, diarrhea is caused by a viral or bacterial infection and food poisoning. Often, diarrhea The types of bacteria that cause it are abundant in contaminated water and old foods that have been left for a long time. In addition, diarrhea can occur when certain medications, such as antibiotics, are used.

2. Solution to the problem. It provides detailed information on the benefits of the proposed drug, methods of treatment. "In diarrhea, first and foremost help - rehydration (restoring water-salt balance) therapy, because the most dangerous condition for the body is dehydration. In this case, it is advisable to use saline rehydrant solutions. Usually they are sodium chloride, potassium chloride, sodium citrate and glucose-containing ("Regidron", "Gidravit"), ready-balanced saline solutions. In the absence of drugs in this group, it is recommended to drink plenty of fluids (non-carbonated mineral water, juices).

Recommended:

- Boiled rice;
- Bananas;





- Pureed apples;
- Baked bread;
- "Steamed or boiled cutlets."

3. Result. This reflects the situation after the application of the tool, ie the result. If the recommendations are followed, the treatment will be effective and the symptoms of diarrhea will be eliminated: "Stopdiar - eliminates diarrhea." (Eliminates Diarrhea. - Journal of Health, 2019, N^o 6, p. 30)

Through the advertising of the drug given above, a person compares the unpleasant situations he feels with the problem mentioned in the advertising text. Determines the degree of compliance or inconsistency. And at the same time, if he realizes that the problems mentioned in the advertisement are present, he goes to the second stage, that is, to the solution of the problem. Through it, it seeks a solution to the disease, and, most importantly, the task of advertising is to convey the solution to the disease problem to the public. Properly covered, it will withstand a great deal of adverse conditions.

In short, observations have shown that medical advertisements on radio and television contain brief information about the medical devices being advertised, while medical advertisements in magazines and newspapers are enriched with relatively complete and detailed information.

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