

Study Of Advertising Texts In Russian On The Topic Of Medical Terminology

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Abstract – – In the new millennium, it is impossible to imagine our life without advertising. Advertising texts that have managed to surround us everywhere are created based on the linguistic capabilities of each language. But to influence the state of any advertising reader, some grammatical rules are sometimes violated, which is a normal phenomenon for producers of advertising texts.

Keywords – Advertising, Linguistic Capabilities, Grammatical Rules, Goods, Services, Professions, Enterprises, Institutions.

I. INTRODUCTION

Advertising - first of all, it is the face of goods, services, professions, enterprises and institutions.

Advertising texts are extensively studied by both Russian, Uzbek and foreign linguists. For example, "interest in learning the language of advertising in Germany appeared earlier than in Russia. The first works there began to appear in the early 1920s, for example, K. Lauterer's textbook on advertising was published in 1923. Accordingly, the volume of literature devoted to the study of the language of German advertising exceeds the volume of research on the language of Russian advertising.

II. LITERATURE REVIEW

First of all, this is due to the fact that in Russia "due to well-known historical factors" the development of the advertising text temporarily stopped, and "from the beginning of the 90s. XX century resumed on the principles developed by that time by the foreign advertising industry." Around the same time, the first works began to appear, describing the features of the structure and language of advertising texts [1, p.5-26].

According to O.A. Feofanov, "advertising should not only inform about the availability of a product, but also so affect the consciousness and subconsciousness of a potential consumer, mainly in all possible psychological ways, in order to ensure the preference of this product or service over other similar products or services" [17, p. 58].

A prerequisite for creating a correct advertising text is that its producer has information about the target audience, which is a potential consumer of the advertised product and the addressee of the text being created. Political preferences, biographical information, decision-making processes, demographic information (age, gender, race, religion, economic income, cultural preferences) and other data are considered as criteria for the target audience. In accordance with the information received, advertising texts are constructed in such a way as to match the addressee's picture of the world to the maximum extent. This applies both to the formal organization of the text and to its content, which appeals to the spiritual, cultural, moral and other ideological stereotypes inherent in the mentality of the target audience to whom it is intended [2, pp.186-190].

III. ANALYSIS

Phraseologisms can serve as a source for creating an advertising text - they can be a stable turn of speech, the meaning of which does not add up to the meanings of its constituent words. Such speech patterns are also called idioms. For example: To lead by the nose - to deceive; Pounding water in a mortar - doing nonsense; Where Makar did not drive calves - very far.

According to A. V. Olyanich, in the text of the advertisement "a positive assessment is created using vocabulary with positive connotations, comparative and superlative degrees of adjectives and adverbs, expressive syntax, etc. [15, p. 17].

As D.Sh. Mamirova notes, "the expressive means of language are a necessary means of revealing the essential aspects of the advertised product. For example, in visual advertising texts, words from the category of adjectives, which have high emotional expressiveness, are mainly used as a linguistic means. Because, emphasizing and exaggerating the features, advantages of the advertised services, goods, mainly through the word "quality". For example, fragrant, delicate, transparent, pure, original, clean, authentic, natural, genuine, cheap, popular, famous, cute, elegant, bright, shiny, elegant, mediocre, beautiful and etc.

It is also known that in advertising texts very often command-style challenge verbs are used. For example, feel, visit, welcome, meet, choose, wait, participate, have, hurry, enjoy, rejoice and etc. It should also be noted that in order for the advertising language to be meaningful and vivid, and its text was conveyed to the reader in an effective form, in a meaningful, compact form and to the public with visual arts, that is, a combination of linguistic units and visual arts in advertising should be provided. Visual advertising can be conditionally divided into linguistic text and linguistic textless advertising, depending on the use or non-use of language units. Linguistic text ads carry more information than linguistic text ads. Achieving the intended goal in linguistic text advertising also depends on the choice of the main words that characterize the content of the advertisement, their abbreviations, the form of writing, its color and other characteristics. Linguistic units are practically not used in advertising without a linguistic text. Such advertising is based on various symbols, pictures and non-linguistic means" [11, p.133-138].

According to T. N. Kolokoltseva, "members of society are included in the advertising discourse against their will and sometimes even unnoticed by themselves. This happens due to the high technological equipment of the environment with equipment through which this or that advertising information is broadcast, the ubiquitous presence of advertising banners, posters, etc. advertising creators are forced to use a wide range of verbal and non-verbal means of influence" [9, p.6].

"Absolutely every person uses phraseological units in communication with other people. Sometimes, we don't even notice it. But this is the case with native speakers. And what about foreigners? These expressions are often incomprehensible to them. Let's try to figure out what phraseological units are and why students who want to speak Russian fluently need to know and use them correctly. A bit tricky, isn't it? In fact, it only seems so. In each of the languages there are analogs of one or another phraseological unit, meaning the same thing, but expressed, possibly, in different words. Where do the phraseological units come from? Who invented them?

1. It is likely that phraseological units, they are also idioms, aphorisms, catchphrases, began to exist from the time human speech appeared. Academician Vinogradov began to study phraseological units closely. He also laid the foundation for phraseological units as a linguistic discipline" [19].

2. Any phraseological unit cannot be understood the first time. The meaning of each phraseological unit is always allegorical. For example, the phraseological unit "to play the fool" is in no way connected with fools.

IV. DISCUSSION

Phraseological dictionaries help to understand the meaning of one or another phraseological phrase. For example, such dictionaries as the "Phraseological Dictionary of the Russian Language" edited by A.I. Molotkov [13] or "The Phraseological Dictionary of the Russian Literary Language" (about 13,000 phraseological units) edited by A.I. Fedorov [16].

Advertising text is present everywhere, it has a variety of topics, and carries a semantic meaning. Advertising displayed in the media has a specific text. The text of the advertisement awakens to perform this or that action, and also under its influence it is possible to influence the human consciousness, state.

Phraseologisms of medical significance can be widely used in advertising texts. Medical phraseological units indicate the symptoms of diseases and their course.

Medical phraseological units are widely used in the following areas of medicine. For example:

in the field of dentistry: *Grinding teeth, bouncing off teeth, not kicking into a tooth, holding a tooth, putting teeth on a shelf, talking teeth*, etc.

in surgery: *We begin to take out the brain*.

in cardiology: *"Dance of the carotid"* (carotid pulse) or *"dance of the carotid arteries"* pronounced pulsation of the common carotid arteries in case of aortic valve insufficiency.

among ophthalmologists and dentists: **from the Bible, the law of retribution: "Fracture for fracture, eye for eye, tooth for tooth."**

in traumatology and orthopedics: *"Chicken breast"* - deformation of the chest in children. A shoemaker's chest is a curvature of the chest.

"In a healthy body - a healthy mind" (ancient medical).

"Seven nannies have a child without an eye" (ophthalmological).

in diseases of the abdominal organs: *"Abdominal toad"* - an attack of ischemic pain in the abdomen. *"Cobblestone pavement"* - a lumpy intestinal mucosa with numerous longitudinal, slit-like ulcers and transverse cracks in Crohn's disease.

for nervous diseases: *"Green cap"* - a type of brain with purulent meningitis. *"St. Vitus's Dance"* - chronic progressive chorea (Huntington's disease).

In addition to the above, the following medical phraseological units are widely used: *"The face of Hippocrates"* - it happens in severe diseases of the abdominal organs. The surnames of some scientists form medical phraseological units: *"Parkinson's mask"* - a frozen smile on nerves. *"Stokes collar"* - an increase in mediastinal lymph nodes, due to local venous stasis (with compression of the superior vena cava).

In a number of medical phraseological units, sections of medicine can be traced. **Hepatic palms** - yellow bronze palms. **Vascular asterisks** - hemorrhage in the form of dots.

Names of professions and types of sports: *"Shoemaker's Chest"* - a funnel-shaped chest (congenital or acquired), deformation of the funnel-shaped depressions of the lower part of the chest wall and the upper part of the abdominal wall. *"Fencer's Pose"* - when the head is turned to the side, the corresponding arm is straightened, and the arm to which the back of the head is facing bends at the elbow joint (in children - with brain damage - tonic cervical asymmetric reflex).

"Ballerina's pose" - crossing the leg and extending the arm when throwing the head back and vice versa (in children with brain damage - tonic cervical asymmetric reflex).

Now let's look at advertising texts in which medical phraseological units are used:

Coldrex Medicine: Seven Troubles - One Answer! (drug advertisement).

Everything for repair! Even eyes run wide! (advertising plumbing).

"Instant" - Throw the pain out of your head! (drug advertisement).

"Tavegil. Allergy was blown away by the wind" (drug advertisement).

"Regetsin. Take care of your skin when you are young" (drug advertisement).

"Arbidol. The flu has no future" (drug advertisement).

"Wipe your runny nose."

Here the phraseological unit "wipe your nose" is used - "to emphasize, to show, to prove your superiority in anything over anyone". In addition to the objective association - wipe your nose with a runny nose, i.e. to show their superiority over the common cold, here is used a reminder of the means of dealing with the consequences of the common cold [18].

V. CONCLUSION

So, Phraseologisms are rarely used in live speech, but when used in the preparation of advertising texts for medical products, they give a positive result. It can be clearly emphasized that phraseological units in the texts of drug advertising can serve as an important element for drawing up sentence structures, in order to distribute and sell the advertised drug among consumers.

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