

**SOME PSYCHOLINGUISTIC FEATURES OF MEDICAL ADVERTISEMENTS**

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**Abstract.** This article discusses medical advertising and some of its psycholinguistic features. The importance of confidence-building strategies and psychological impact mechanisms in medical advertising is highlighted.

**Key words:** medical advertising, psycholinguistics, language, text, audience, thinking.

Today, medical advertising has become an important communicative tool for promoting products and services related to the healthcare system. The main task of this type of advertising is to inform the audience, to encourage them to use a certain medication, treatment, or medical service. However, the success of such advertising depends not only on the information provided, but also on how it is expressed in language, style, and psychological impact. From this point of view, the study of the psycholinguistic features of medical advertising is relevant.

Psycholinguistics, as a science that studies the relationship between human language and thinking, serves as the main criterion for identifying emotional, lexico-semantic, and cognitive tools in advertising analysis. These tools are especially important in medical advertising, because topics such as health, life-death, and safety directly affect a person psychologically. An emotional approach is widely used in advertising texts. Usually, this is done by arousing fear, anxiety, hope, or a strong sense of confidence. For example, phrases like "If you don't take measures against heart attacks today, it might be too late tomorrow" make a person think about life risks and thereby encourage action. In this case, the language tool acts as a means of activating emotional reflexes.

Another key psycholinguistic aspect of medical advertising is the strategy of building trust. In advertising texts, phrases such as "recommended by specialists," "pass clinical trials," "thousands of patients benefited" are used as linguistic units that strengthen reliability. Through these expressions, a positive perception of the product or service is formed in the consciousness of the audience. At the same time, imperative sentences are often used in advertisements: "Check your health today!," "Try it yourself!." Such sentences are chosen in order to move a person from a passive state to an active one.

Simplicity and clarity of language also play an important role in medical advertising. Considering that a large part of the population may not understand complex medical terms, advertising texts are often written in a simplified language, using simple sentences. Complex terms are interpreted in a simple and understandable form. For example, phrases like "Hepatoprotector is a means that cleanses and protects your liver" increase the popularity of advertising through simplicity of language. Among the means of language, the role of metaphors and figurative expressions is also great. With the help of



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phrases like "protect your heart," "strengthen your immunity like a fortress," human health is figuratively expressed, which increases the memorability of the advertisement.

Advertising content can vary depending on the type of audience. Advertising intended for children uses colorful images, cartoon characters, and elements in the form of games, while for the elderly, a gentle, reliable, and simple language is chosen. While women's ads prioritize beauty, care, and kindness, men's ads emphasize strength, protection, and activity. This approach indicates the need to take into account the psychotypic characteristics of the audience in increasing the effectiveness of advertising.

The cognitive and ethical aspects of medical advertising are also noteworthy. In some cases, advertisements may contain scientifically unfounded or exaggerated information. For example, claims like "eliminate any pain in just a few minutes" may be far from the truth. Such situations mislead the audience, give false hope, and contradict moral norms. Therefore, the creators of medical advertising should provide factual, reliable, and cautious information, observing ethical principles.

In conclusion, the psycholinguistic features of medical advertising directly affect their effectiveness and impact. Emotional impact, credibility, simple and figurative language, audience-oriented approach - all these are important factors determining how advertising text affects human consciousness. Therefore, medical advertising should be analyzed not only as a commercial tool, but also as a complex combination of language and psychology.

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